

BUSINESS JOURNAL TIANJIN

Insight Into a Changing Tianjin



津衛商務



the Sky is Not the Limit

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Dear Reader,

The first Tianjin-assembled Airbus A320 took its maiden flight in May. It represents just one of over 700 orders for Airbus airplanes to be assembled and tested right here in the city over the next several years. In the same month, Air Asia began service of its direct route between Tianjin and Kuala Lumpur, Malaysia. These two auspicious events spotlight Tianjin as the destination of choice for growing industry and business.

Nationwide, the economy has begun responding to the economic stimulus announced last November. Aside from exports, major industries are showing signs of rebound; lending, investment and manufacturing all rose a month ago. Several economists predict that China will in fact reach its 8% GDP growth target for 2009. For details, turn to the economy report in this issue of *Business Tianjin*.

One of the greatest concerns with resuming and sustaining such rapid economic growth is its measurable effects on the environment. Pollution in China's most industrial regions now tops many global "worst" lists. And an unrestrained pursuit of affluence has resulted in exponential usage of raw materials and creation of waste. This month, *Business Tianjin* features the first half of a report on greenhouse gases and global warming. It addresses the current status, projected future and efforts both domestic and international to curb heavy industry's effect on global climate change.

Businesses seeking to establish themselves in Tianjin may need to conform to emission regulations in the near future. This issue reviews current policy on emission trading in China.

And whether going green or going for gold, there are restrictions on entrance into the domestic market. Part two of an article on overseas investment covers equity and asset acquisition, among other means of doing business in China.

Last but not least, *Business Tianjin* sat down with decision-makers from three burgeoning industries in Tianjin, and asked them how they became leaders in their respective fields. Take a moment to read over these insightful dialogues in the fields of aviation, education and hospitality.

As always, we welcome your 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 don't hesitate to reach out to us at the contacts on this page.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jamie Michael Kern'.

Jamie Michael Kern

Managing Editor – Business Tianjin



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TIANJIN NEWS

Sino-Euro Aviation Safety Management



The 5th master's graduation ceremony of the Sino-European Aviation Safety Management Project was held in Tianjin on 28 April. Supported by Airbus on fund and technology, the project was initiated in 2001 with strong support from the Civil Aviation Administration of China (CAAC). The Civil Aviation University of China, the French National University of Civil Aviation and the French National University of Aeronautics and Astronautics collaborated to share aviation safety management technology from Europe and China. Forty-three students received a Master's of Aviation Safety Management, making a total of 259 graduates to date.

30 April

8th Euro-China Forum



The 8th Euro-China Forum, the first ever in China, was held in Tianjin on 28 April. The theme was strengthening cooperation between China and the EU to face global challenges. Attendees discussed issues such as business cooperation and the development of the Binhai New Area. Former German Chancellor Gerhard Schroeder delivered a speech titled "The relationship between the EU

and China in the 21st century".

Xinhua, 30 April

Crowne Plaza reigns over Binhai



Crowne Plaza Tianjin Binhai Hotel, a member of IHG Group, opened its doors in the dynamic city of Tianjin on 16 May 2009. Mr. Michael Wu of IHG Group, Mr. Sun Zhi Jun, Chairman of Sheng Guang Company, Mr. Joseph Zitnik, Crowne Plaza Tianjin Binhai Hotel General Manager, and government officials from Tianjin Municipal People's Congress attended the soft-opening ceremony. The Crowne Plaza Tianjin Binhai is a 388-room, 5-star international hotel located in the Tianjin Airport Industrial Park. It is within walking distance of the Tianjin International Hot Spring Golf Course as well as the Administration and Government offices in the Industrial Park. Tianjin Binhai International Airport and Airbus Industries are just a 10-minute drive away.

16 May

China-assembled A320 takes maiden flight



The first A320 aircraft assembled outside Europe in the Airbus Final Assembly Line China (FALC) successfully completed its first flight on 18 May, according to Airbus. The aircraft took off from Tianjin International Airport at 10:42 and landed at 14:56. "This A320

assembled in China unquestionably demonstrated the same quality and performance as those assembled and delivered in Hamburg or Toulouse," said Fernando Alonso, Senior Vice President Flight & Integration Tests, Airbus. This first aircraft will be delivered to Dragon Aviation Leasing in June and will be operated by Sichuan Airlines. Chinese customers have ordered more than 700 aircraft from Airbus. Eleven A319/A320 aircraft are scheduled for delivery in Tianjin in 2009 and the FALC production rate will be ramped up to four aircraft per month by the end of 2011.

19 May

Sheraton rewards secretaries



Sheraton Hotels hosted a Starchoice event in honor of "Secretaries Day" on 24 April. Local secretaries and assistants were invited and given prizes ranging from free hotel stays to complimentary brunches. Sheraton also announced plans to open two more hotels (one in Heping district) by the end of the Q4 2009. On 27 April, Starwood Hotels & Resorts launched the largest dedicated hotel customer contact centre in Guangzhou. The centre books rooms and car transfers at Starwood hotels, handles SPG redemptions, and staffs an account management desk (call 4008 688 688 or 8008 688 688).

- 7 May

SGS to set up wind tech center

Global leading third-party inspection, verification, testing, and certification company SGS SA decided to spend 40 million CNY to create a wind technology center in Tianjin, inking cooperation

agreements with the local government. SGS-CSTC Standards Technical Services, a Chinese joint venture of SGS, announced that the center will become the first third-party testing center in Asia for wind turbine blades and is set to begin operations in 2010.

Trading Markets, 5 May

CETC to invest 1b CNY in photovoltaic base

Chinese conglomerate CETC and the Tianjin government plan to jointly establish a new company in Binhai district that will invest a total of 1 billion CNY to construct a solar cell base, according to a contract signed 30 April. The base is expected to expand from 100MW to 500MW. The parties will also jointly invest 2 billion CNY to set up a base for the research and development of photoelectric technology in Tianjin's Airport Industrial Zone and establish a 500MW thin-film cell base.

JLM Pacific Epoch, 4 May

Samsung LED plant opens



Samsung has set up its first China-based light-emitting diode (LED) manufacturing base in Tianjin. Tianjin Samsung LED has a starting capital of 30 million USD, and local officials say, "initial investment to the Tianjin manufacturing base would reach 90 million USD."

BizChinaUpdate, 10 May

Dow Chemical to build logistics center

Dow Chemical, a leading industrial chemical giant based in the US, will spend 200 million USD creating a chemical supply chain logistics center

in Tianjin. Dow Chemical (China) Investment, the investment vehicle of the US company, inked the cooperation agreement with the administrative committee of the Nangang Industrial Zone. The center will provide liquid chemicals storage service and could handle 9 million tons of liquid chemicals per year.

Trading Markets, 5 May

Tianlian Public Utilities invests 30.55% in Binhai Gas

Tianjin Tianlian Public Utilities on 12 May announced it invested 8,778,000 CNY in Tianjin Binhai Gas, becoming a new shareholder with an equity interest of 30.55%. Tianjin Gas Group and Tianjin Infrastructure Construction hold 41.67% and 27.78%, respectively.

ACN Newswire, 12 May



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Sheraton Tianjin Hotel offers free rooms

Sheraton Tianjin Hotel is encouraging and rewarding travel with the launch of its biggest promotion yet – Free Weekends. With this unprecedented offer, both new and existing customers of the Sheraton Tianjin Hotel who stay a minimum of two consecutive nights between 11 May and 31 August 2009 can earn one free weekend night (Saturday or Sunday). This offer is valid with existing corporate rates and the free weekend night is applicable only in selected room categories. Other conditions apply. "Sheraton Tianjin Hotel Free Weekends is our effort to recognise our customers' partnership with the hotel," said GM Richard Deutl.

13 May

FINANCE

CITIC lending slows

Lending at CITIC Bank will slow over the rest of 2009, said Chen Xiaoxian, chief executive of the country's seventh-largest lender, on 29 April. Chen did not go into details. Total lending by Chinese banks in the first quarter reached 4.58 trillion CNY, close to the government's minimum target for the whole year of 5 trillion CNY. The banking flagship of China's top financial conglomerate, CITIC Group, reported that net profit last year rose 61% to 13.32 billion CNY (1.95 billion USD).

Reuters, 29 April

China, Japan to contribute 38.4b USD to reserves pool

China and Japan will contribute 38.4 billion USD each to a foreign-exchange reserve pool designed to help Asian nations respond to a financial crisis. South Korea will add 19.2 billion USD to the fund, South Korea's Deputy Finance Minister Shin Je Yoon said on 2 May. Finance ministers from the 10-member Asso-

ciation of Southeast Asian Nations, along with counterparts from Japan, China and South Korea, decided in February to increase the size of the reserves pool to 120 billion USD from 80 billion USD, speeding up their plans to respond to the global crisis. The Southeast Asian nations will contribute 20% of the total amount.

Bloomberg, 3 May

Manufacturing rebounds as stimulus plan spurs investment



China's manufacturing expanded for the first time in nine months after declines in export orders moderated and investment surged because of the government's 4 trillion CNY (586 billion USD) stimulus package. The CLSA China Purchasing Managers' Index rose to a seasonally adjusted 50.1 in April from 44.8 in March, CLSA Asia-Pacific Markets said on Monday. An official manufacturing index released on 1 May also showed growth, adding to signs that China's economic recovery is gaining pace and global demand is stabilizing.

Bloomberg, 4 May

7% Q2 economic growth forecasted

Chinese annual economic growth will rise to 7% in Q2, up from 6.1% in Q1, according to The State Information Centre (SIC). It also said that China would continue an appropriately loose monetary policy but that record loan growth was not sustainable. "Interest rates and reserve requirements should be adjusted reasonably, and open-market operations

should be conducted flexibly, to maintain sufficient liquidity in the money market," said the think tank.

Reuters, 4 May

New loan growth declines

Credit extended by China's banks in April may have dropped to under 600 billion CNY (about 87.85 billion USD) after staying above 1 trillion CNY for three straight months. Despite the sharp month-on-month decline, the scale and growth of April new loans were "more reasonable" than that of the first three months this year. China's new CNY-denominated loans hit 4.58 trillion CNY (670 billion USD) in Q1, according to the People's Bank of China. In March alone, new credit loans increased 1.89 trillion CNY.

Xinhua, 5 May

GM China sales set new record in April

General Motors' China business hit a new record last month with vehicle sales up 50% from a year earlier. GM and its Chinese joint ventures sold 151,084 vehicles in April, driven by demand for Buicks and small-engined, 3,000-dollar "bread vans" produced in cooperation with local auto maker Wuling, GM said. "Our new product offensive, which is still in its early stages, has helped get customers into our showrooms and increase demand across the board," said Kevin Wale, GM China's president and managing director.

AFP, 6 May

Falling food prices bring down CPI

China's consumer price index fell 1.5% in April from a year earlier, reflecting falling domestic food prices, the third straight month of decline. Producer prices also dropped. However, economists don't see deflation as a major threat to the economy. April's CPI fall widened from March's 1.2% decrease but was in line with the median 1.5% decline forecast by 16 economists surveyed earlier by Dow Jones Newswires. Food prices, a key component of CPI, fell 1.3% in

April from a year earlier, with pork prices down 29% amid the swine flu outbreak. Non-food prices fell 1.5%. *The Wall Street Journal, 11 May*

Fortescue Metals to seek China financing



Hunan Valin Iron & Steel Group executives said China's sovereign-wealth fund may help finance expansion at Fortescue Metals Group through debt. The comments – along

with Canberra's approval on 8 May of a tie-up between Anshan Iron & Steel Group and Gindalbie Metals – underscore the trend of Australian miners turning to deep-pocketed Chinese investors who are keen to secure overseas resources. Wang Jun, vice party secretary of Hunan Valin Iron, said Fortescue is talking to China Investment on a possible debt investment, such as a convertible-bond purchase. He said Hunan Valin Iron would also help Fortescue talk to Chinese financial companies on possible financing.

The Wall Street Journal, 11 May

Temasek, Hopu, China Life fund buy BofA's CCB stake

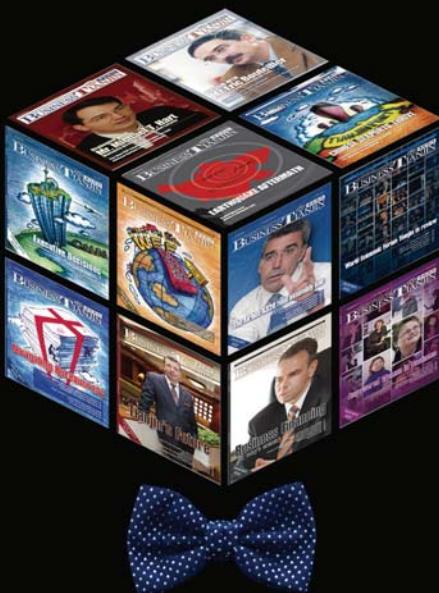
A group that includes Temasek Holdings, Hopu Investment and China Life Insurance purchased 13.5

billion shares of China Construction Bank from Bank of America for 7.3 billion USD. The purchase price amounted to 4.20 HKD a share. That represents a discount to CCB's close of 4.91 HKD a share on 11 May. Shares of China Construction Bank recently traded at 5.04 HKD. The stake represents the total amount the US lender could sell after a lock-up agreement expired last week. The lockup covered about one-third of Bank of America's stake, which before the sale comprised 16.7% of China Construction Bank.

The Wall Street Journal, 12 May

Industrial output up 7.3% in April

China's industrial output rose 7.3% in April from a year earlier. The figure was down from 8.3% growth in March, and 11.0% in February, according to



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earlier data issued by the government. "It was a small fluctuation in a generally upgoing trend," said Lian Ping, a Shanghai-based economist with the Bank of Communications. "It's rather unlikely it will go back to a rate of around 5%." Growth in industrial output – a main gauge of activity in factories and plants across China – hit lows of little more than 5% at the end of last year.

AFP, 13 May

Exports decline, but factory investment rises



China's exports plunged 22.6% in April from a year ago, the sixth straight monthly decline. April's decline in exports, to 91.9 billion USD, is bigger than March's 17% drop and suggests China's trade sector has yet to see much relief from the prolonged drought in demand brought on by the global downturn. Demand for imports remains weak. Imports fell 23% to 78.8 billion USD, putting China's trade surplus for April at 13.1 billion USD. Meanwhile, China's investments in factories and property development jumped 30.5% from a year earlier in the first four months of the year to 3.71 trillion CNY (543.2 billion USD), thanks to a slew of bank loans for government stimulus projects.

AP, 12 May

LAW & POLICY

China to let foreign-registered companies open accts at local banks

China's foreign-exchange regulator said on 5 May it plans to allow companies registered overseas to open foreign-currency accounts at domestic banks, ending the practice of restricting this business to just foreign banks. The State Administration of Foreign Exchange said the move will help ensure the safety of domestic firms' funds used for overseas investments, particularly during the financial crisis. The draft rules also require banks to treat transfers of funds between such foreign-currency accounts and domestic accounts as cross-border transactions.

The Wall Street Journal, 5 May

China officials withdraw order to smoke



After public outcry, a county has dropped a plan to order its officials to collectively smoke nearly a quarter of a million packs of cigarettes. The Gong'an county government in central China's Hubei province was persuaded to change its policy, which had originally called for Gong'an government employees to light up 230,000 packs of locally-produced cigarettes within a year or risk being fined – a move that was interpreted as a way to help the Hubei tobacco industry. While announcing that it had given up the scheme, the Gong'an government sought to defend its motives, saying

it was actually meant to rein-in the sale of smuggled or fake cigarettes.

AFP, 6 May

China pledges ample supply of money to spur recovery

The Central Bank said the economy performed "better than expected" in the first quarter and pledged to keep money flowing into the financial system to sustain growth. The People's Bank of China will ensure an "ample" supply of money, it said on 6 May. New lending surged sixfold to a record in March as banks supported the government's 4 trillion CNY (585 billion USD) stimulus package. The recovery's foundations aren't solid, with new lending overly concentrated on government projects at the expense of small businesses, the Central Bank said. The report highlighted "positive changes" in the world's third-biggest economy, echoing remarks by Premier Wen Jiabao on 11 April.

Bloomberg, 6 May

China to let overseas firms offer consumer financing

China issued draft rules for allowing non-deposit-taking foreign institutions to offer consumer loans to its more than 1.3 billion citizens. Foreign and domestic institutions with minimum total assets of 80 billion CNY (12 billion USD) in the past year will be allowed to set up financing companies that provide consumers with loans for buying appliances and other goods, according to draft rules posted on the China Banking Regulatory Commission's website on 12 May. Loans for cars and property are barred. Companies must have at least five years of experience in providing consumer loans and have been profitable for the past two fiscal years.

Bloomberg, 12 May

LOGISTICS**Cargo throughput likely down 1.9% in April**

Cargo throughput at main ports across China was estimated to reach 500 million tons in April, down 1.9% from a year earlier, a primary calculation conducted by the Ministry of Transport (MOT) showed on 6 May. Daily throughput was expected to be 3.2% points higher when compared with March. Cargo throughput for domestic trade will likely stand at

340 million tons in April, up 0.1% compared with the same period last year, the first y-o-y growth in 2009, according to the MOT.

China Daily, 7 May

Shipping tax break for foreign ships extended

Shanghai's local government has announced that it would extend the tax break for foreign-registered ships until 30 June 2011, in line with its goal of making the city a major international financial center and shipping hub by 2020. The Yangshan Port will also allow shipping companies registered there to be exempt from business tax meted on their international shipping revenue. The exemption also includes tax from revenues of logistics companies and warehouse operators. There are plans of building trial zones in Yangshan Port to help the

international shipping service sector and more favorable policies will be granted to registered companies in the zones.

China Briefing, 12 May

U-Freight expands in China

U-Freight continues to increase its presence in China through a range of strategic office openings and relocations that will help to consolidate the group's involvement in one of the world's busiest and most important freight markets. The develop-

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

ments place the U-Freight group in a strong position to ensure a high profile in the Chinese import and export markets. In China, the company operates under a number of brands including U-Freight China, Shanghai Rijin, Dalian China Express and Shanghai Renaissance – each serving different trades or types of industry.

Eye for Transport, 27 April

China triples wind power capacity goal

China has more than tripled its target for wind power capacity to 100 gigawatts by 2020. The nation is aiming for an annual wind power growth rate of 20% for the foreseeable future, said Feng Junshi, an official with the National Energy Administration. The new target is up from a goal of 30GW announced by the government 18 months ago. China currently has 12GW of installed wind power, but that is set to grow to 20GW by next year.

AFP, 5 May

TELECOM & TRANSPORTATION

Railway annual profit hit by 4.1b CNY forex loss



China Railway Group said on 28 April net income for 2008 nearly halved from a year earlier because of a 4.1 billion CNY (601 million USD) foreign-exchange loss after it placed a large portion of the proceeds from its Hong Kong IPO into Australian dol-

lars. The profit slump came in spite of a nearly 27% rise in revenue, as the company benefited from increased government outlays on infrastructure and other public works projects. China Railway, China's largest builder of railways, highways, ports and other mega-projects, listed on the Hong Kong and Shanghai stock markets in March of last year.

Market Watch, 29 April

Alcatel-Lucent signs with China Mobile, China Telecom

Alcatel-Lucent said on 27 April it had signed two agreements valued at 1.7 billion USD with China Mobile and China Telecom to provide network upgrades, integration and maintenance services in 2009. The agreements were secured through Alcatel-Lucent Shanghai Bell, Alcatel-Lucent's Chinese flagship company. The agreement with China Mobile is valued at about 1 billion USD, while the China Telecom deal is valued at about 700 million USD, Alcatel-Lucent said.

Reuters, 27 April

China Mobile to buy stake in Taiwan telecom

China Mobile will pay 527.9 million USD for a 12% stake in Far EasTone Telecommunications, the companies said on 29 April. The two companies also signed a strategic agreement to work together on new businesses, roaming, and to jointly make telecommunications-related purchases. China Mobile said the deal gives it the ability to provide comprehensive coverage as communication grows between China and Taiwan.

PC World, 30 April

China Eastern parent gets 2b CNY govt injection

China Eastern Airlines' parent company has received a fresh 2 billion CNY (293 million USD) cash injection from the government. The latest

capital injection for China Eastern Air Holding, which owns 60% of the listed unit, comes on top of the 7 billion CNY it has already received from Beijing, said Liu Jiangbo, a vice president of the parent company, on 13 May. "The funds will be used to ease the (operating) difficulties of the group," Liu said, referring to the parent firm.

- The Wall Street Journal, 13 May

China Unicom registers Q1 3.6b CNY profit



China Unicom, one of China's three major state-owned phone companies, said on 29 April it earned 3.6 billion CNY (525 million USD) in the first quarter following its merger with rival China Netcom. The profit for the three months ending 31 March was equal to 0.15 CNY per share, the Beijing-based company said. It said no comparable 2008 figures were given because last year's financial reports were not prepared under the same standards.

AP, 27 April

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102%

China's investment in infrastructure projects has soared, rising 102% in the first quarter from last year, said the National Bureau of Statistics.

**98**

Yum Brands Inc., parent of the KFC and Pizza Hut chains, opened 98 new restaurants in China in the first quarter of 2009 and is on track to open at least 475 throughout the year.

4,100,000,000,000

Worldwide losses tied to bad loans and securitized assets may reach 4.1 trillion USD by the end of 2010, the International Monetary Fund said.

2025

The Japanese government projects that the country's robotics business will grow to 6.2 trillion yen (62.6 billion USD) by 2025, as caregiving robots become sophisticated and safe enough to enter homes.

30%

Walt Disney Co. is developing an Internet subscription service and may consider trimming studio output, after the division posted a 97% decline in operating income for Q2. Disney announced that it would buy a 30% stake in Hulu.com, bringing popular TV shows such as "Lost" and "Grey's Anatomy" to the video website.

**35,000**

Apple iPhone users face an array of more than 35,000 downloadable applications ranging from 99 cents to 900 USD.

**1.3%**

Growth in Asia – including Japan, Australia and New Zealand – will probably slow to 1.3% this year, from 5.1% in 2008, reported the IMF. The economies may expand 4.3% in 2010, as the recovery is expected to be gradual.

3,000

16-month-old Agatha Holloway of Cobham, Surrey, Britain, was born three months prematurely. Physically small at just 15lbs, she needs a massive 3,000 calories a day – more than a fully grown man – until she catches up with other youngsters over the next year or so.

**0.7**

China Petroleum and Chemical Corp, Asia's biggest refiner, expects the nation's oil-product demand to grow at 0.6 to 0.7 times that of the gain in gross domestic product, said Zheng Baomin, director of investor relations.

5,000

In January, against backdrop of falling computer sales and a US recession, Microsoft announced a plan to cut 5,000 jobs, or about 5% of its 96,000 staff, over 18 months, in an attempt to save 1.5 billion USD a year.

**1,660,000,000**

A year after the 12 May earthquake, Chinese insurers had paid 1.66 billion CNY (243 million USD) in claims from areas affected. Insurance for village and student housing has been given priority.

60%

Alibaba.com will cut fees for internationally focused customers by 60%. The website provides listings for mostly Chinese manufacturers to find buyers at home and abroad, taking membership fees in return. The company estimates just under half of its subscribers are moving to a cheaper package when existing deals expire.

**100,000**

Several US airlines are rolling out technology to bring wireless Internet service to hundreds of aircraft – a move that promises to allow passengers almost continuous access to the Web and email while flying. The airlines hope revenue from Internet access fees will cover the installation costs of roughly 100,000 USD per aircraft for the most widely used service.

150,000,000

The World Bank approved loans totaling 150 million USD to support China's efforts to protect its cultural heritage and environment.

10

Porsche Automobile Holding SE and Volkswagen AG, two storied names in German car making, will merge their operations, uniting 10 auto brands under a single company.

**34,000,000,00**

Regulators stress-tested the 19 largest US banks among other firms needing to strengthen their buffers against potential losses over the next two years. Bank of America has the largest shortfall, 34 billion USD.

THE SKY IS NOT THE LIMIT

Dialogue with DATO' Sri Tony Fernandes, AirAsia CEO

On 2 April 2009, AirAsia CEO DATO' Sri Tony Fernandes launched a new era of international travel between Kuala Lumpur and Tianjin when the maiden flight landed on the grounds of Binhai International Airport. AirAsia's 8th route into China intends to contribute towards enhancing bilateral ties between ASEAN and China.

Fernandes is the founder and figure-head of AirAsia, and on the auspicious occasion of the inauguration ceremony of the KL-TJ route, *Business Tianjin* had the opportunity to converse with Mr. Fernandes on the new route and the his remarkable journey with AirAsia.

Please tell us about your journey with AirAsia and the intentions in creating the Tianjin-Kuala Lumpur flight.

My journey with Air Asia started back in 2001 with much less resources and money. At that time, all we had was the dream and passion to fly in Asia. We never thought that one day AirAsia would fly in London or China. We originally came to China in 2004 through Macau. But with coming to Tianjin, we feel that the journey has just started in China. We were in talks with the Tianjin Airport for the past 3 years and finally our red plane landed here today with the support of all the people present. The



beauty of the Kuala Lumpur – Tianjin route is that it will help China to connect to more than 140 destinations in Southeast Asia, and the same applies to people coming from Southeast Asia to get connected to more parts of China. The route will act as the platform for bringing Southeast Asia and China closer.



Do you believe that expansion in a downturn market is favorable?

Despite the global economic downturn, we at AirAsia are going against the trend. While all the aviation industry is suffering from the crisis, we are on the road to expansion. This is because of our faith and love for China which helped us in building the Chinese network. China today is the global economic powerhouse and we could not have arrived in China at a better time. Tianjin is the long awaited route for many Malaysians and ASEAN countries and we are confident in our brand and our new Airbus 330. We believe that this new opening will prove to be a new gateway for our connection with Tianjin and Beijing.

How can AirAsia convince passengers of it maintaining both low cost and safety?

Low cost carriers are sometimes known as low cost and low service, but AirAsia has worked very hard towards establishing its services. We have a fantastic cabin

crew, great food and phenomenally safe records. AirAsia is changing the perception of the low cost carrier which means that a low fare doesn't mean low quality. In terms of staff, food, entertainment, Air Asia is regarded as better than the majority of other airlines. Our technology has been great throughout the aviation world, which makes our product predominately a high-quality product.

Which honor or award are most proud of, and which do you aspire for?

Presently we are really delighted by the award we just received for the "World's Best Low Cost Carrier" as voted by 15 million passengers. The award we want to win is the "Best Airline of the World" but right now we just want to focus on giving our passengers superior fares and superior value.

What are your plans for the next year?

Our future plan is to improve upon our already outstanding quality and

continue our expansion in China, as we are moving forward with two or three more destinations. In 2009 we also plan to make a big push in India, wherein we will fly in five destinations, and further in Vietnam. The present economic recession will not slow us down. We believe that there are two ways in dealing with the recession, either to cut growth and cost or take advantage of the opportunity going in the market and capture more market share. This year we plan to purchase 14 more aircrafts and next year 24 more aircrafts, including three more A330 for this year and four for the next year.

During a time when many regional low cost airlines are closing or restructuring, what is AirAsia's plan to overcome economic challenges?

Generally, the jet fuel is very high in China; we have been working hard on it, but still haven't made much progress. I think we have to change people's mindset to what is called a





"volume game", i.e.: you can make big margins with very few flights but if you lower your costs slightly and increase your volume you can make a huge profit overall. This may take quite a few years but we believe we can do it. I appreciate some of the Chinese airline authorities assisting in this process by offering low airport fees and other incentives.

What is your opinion about low cost airlines and their function in China?

I believe China will tremendously benefit from the low cost airline. We opened many parts of Southeast Asia to tourism that were never opened before. China presently doesn't have a low cost airline and the reason is that it may threaten national carriers. In terms of infrastructure, China has developed so much and built airports. But with person transportation services there are always two models: a low cost model and a premium model. A country benefits when it has both systems in place. By creating a low cost airline, you reduce overall costs, which opens new markets and opportunities to generate value.

How have your experience and knowledge gained in finance at Warner music and at Virgin communications assisted in developing AirAsia and your management role?

I was initially inspired to start AirAsia because of my former boss, Richard Branson, founder of Virgin Atlantic airlines, and then by the success of Easy Jet airlines from England. Although I come from an accounting and finance background, I am also a musician and enjoy playing all kinds of musical instruments which is a bit different from other airline CEOs. I believe that the airline business is a very inefficient and once you come from the outside you have fresh ideas and you trust that anything can happen. I feel Tianjin is a very good example of this – no airlines from Singapore, Thailand ever flew directly to Tianjin. But AirAsia did because we all come from different fields, anticipate differently and take advantage of undiscovered opportunities.

If you had to choose one of the two options, which would it be and why:

a. Flight Frequency or number of destinations: Flight frequency, because through this we get volume in terms of advertising, staff, ticketing, all these things go much further. Also, with flight frequency you not only get quantity but quality.

b. Package offers or always low cost: Low cost because I believe low cost beats package deals any day.

c. Airbus or Boeing: Definitely Airbus. We currently fly over 60 Airbus aircrafts and have orders for over 220 more, including the largest one-time order in the world - 175 A320s. We are Airbus all over.

d. Primary location airports or secondary airports: Depends upon the cost, wherever it's cheaper we will go.

e. Last-minute offers or internet offers: Internet offers because our revenue model is one of creating demand. For instance if someone sees the advertisement with no intentions of travelling but then sees an AirAsia advertisement that offers a flight to Bali for around 200RMB that's 4 months from now, the person then decides to travel. Our em-



phasis is always on creating demand.

f. Internet sales or travel agency model: Either one, we started as an Internet-based model, we still prefer Internet, but we are open to either option.

in our branding strategies. Firstly, we have a very strong color; our logo is our name AirAsia.com, which is in itself unique. Then we promote ourselves through Manchester United and sponsor Formula 1 racing. Seem-

"There are two ways in dealing with the recession: either cut growth and cost, or take advantage of the opportunity and capture more market share."

Tell us about AirAsia's branding and promoting strategy.

In the beginning, most of our branding was done through word of mouth but since then we have evolved a lot

ingly, in AirAsia we spend a lot on the branding activities. Every single employee in our organization is our brand ambassador. We believe branding depends upon two things: internal

and external. Internal branding is what we focus on. We spend lot of time in training our staff about the brand.

Are you planning to open Tune Hotels in China?

Tune Hotels opened around 3 years back. I applied what I learned about hospitality from the airlines industry and transferred it to the hotel business. At present we have 6 hotels and we will be opening 30 more soon. Hotels have a unique quality of their own: there are no oil charges and no national hotel chain, and you can open one anywhere. I believe Tune Hotels will be a global brand soon which means we plan on coming to China soon.

Will there be a new low cost terminal in the future?

Initially the Malaysian government rejected our plan of building a low cost terminal, but indeed gave us a very good deal of building a new terminal for 30 million passengers that will be the world's biggest. We will also be involved in designing it, but still we have to negotiate our charges with the airport authority. It's a big challenge but we believe we will get through it.

What major support has government provided you during the expansion phase?

Firstly, they have helped us build a low cost airport in KL. Secondly, they have provided us with routes. But the biggest support we got from Malaysian government was to get a level paying fuel, which indeed helped us grow from 2 planes in 2002 to 87 planes in 2009, from 200 staff to 6500 staff, and from 200,000 passengers in 2002 to 24 million passengers today. We are positive and we look forward to the same support from the government in China. □

Fighting Swine Flu without a Panic Button

Caijing Magazine, 15 May 2009

Risk in the latest outbreak of flu – officially named H1N1 – has eased somewhat. So far, widespread person-to-person transmission has not been reported, and propagation of the disease has slowed. The flu's ravages have been less severe than what experts feared.



Nevertheless, a high alert issued by health authorities is necessary out of concern for human life and public well-being. Without such a reaction, emotions and wishful thinking could overpower science.

However, high alert does not mean disrupting lives or work routines, or an all-out mobilization. Except for seriously infected areas, the government and the public should be watchful without panicking, opting for prevention without confusion.

The flu epidemic that broke out amid a global economic crisis is highly inopportune. This challenges the international community to set priorities. The international community at this point can work together to prevent a global outbreak; its members must also keep watch over costs to the economy when planning preventive measures.

China's stimulus goes to work

BusinessWeek, 18 May 2009

Sales of commercial boilers at Tianjin Baocheng Group are on track to grow 40% this year, to 25 million USD. Founder Chai Baocheng attributes the demand and construction boom to the recent 586-billion-USD stimulus package.



Greater Tianjin, currently the fastest-growing region in China, is making use of a sizeable portion of the stimulus. Among local projects are new sea port, airport runway, train station, high-speed rail connections, wastewater treatment plants and hospitals.

State control over the largest companies and banks has made capital injection fairly easy, and yielded rapid results. Q1 fixed-asset investment surged 29%, compared with 25% last year. Banks opened 676 billion USD in new loans in the same quarter, more than all lending in 2007.

In the wake of such short-term success, some economists warn of viewing government spending as "an economic cure-all". Spending on questionable pet projects and speculations – waste and corruption – occur more easily when government allocates resources. Furthermore, state spending would only slow reforms to open the economy to competition.

On bumpy road, Chinese exporters tap into home market

Xinhua News, 18 May 2009



A trade fair was co-organized by Guangdong and Hong Kong-listed e-commerce giant Alibaba.com. The two-day fair aimed to help small Chinese exporters tap into the domestic market amid weak overseas demand.

The financial crisis and global slump in demand for made-in-China products have taken a toll on tens of thousands of exporters in Guangdong, which produced more than a quarter of China's foreign trade last year.

In the first four months this year, Guangdong exported 98.5 billion USD worth of goods, down 17.8% year-on-year. Its exports continued to decline for the sixth consecutive month since last November. Nationally, exports in the first four months totaled 337.42 billion USD, down 20.5%.

The Chinese government has been making favorable policies to encourage exporters to shift from their focus on overseas markets. But as many once-thriving Chinese exporters sought to tap into the domestic market, they found themselves facing a bumpy road.

Nanjing talks deliver new pacts

Taiwan Journal, 1 May 2009



The Taiwan Exchange Foundation and mainland China's Association for Relations Across the Taiwan Strait concluded their third round of talks on 26 April. Newly-inked agreements range from cross-strait flights to finance to crime fighting.

Daily round-trip passenger flights will increase from 108 to 270 per week, with cargo flights bumped from 30 to 112. Six more mainland airports (27 in total) will receive Taiwan flights. Financial cooperation is to cover supervision of firms, regulation of conduct, currency and clearance, and permission for firms to establish offices on either side of the strait.

Crime-fighting pacts target corruption, drug smuggling, human trafficking, kidnapping and white-collar crime. This includes serving judicial documents, conducting investigations and confirming judgments and awards. No longer able to take haven across the strait, criminals will be repatriated by law enforcement agencies.

Analysts consider the new pacts signed in Nanjing as "a demonstration of political goodwill and a determination to improve economic ties". They follow President Ma Yingjeou's policy of lowering tensions by focusing on practical business issues.



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GLOBAL WARMING AND GREENHOUSE EFFECTS (PART 1)

By Dr. Med Chottepanda

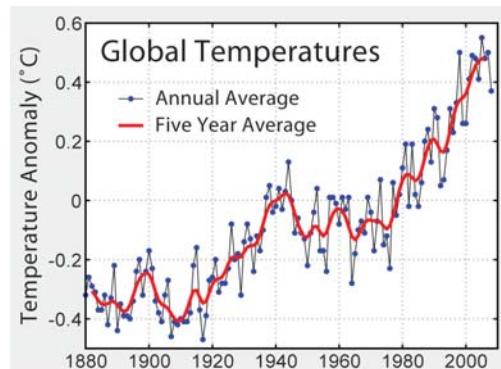
Development Consultant Teaching Faculty
Hebei University of Technology, Tianjin



What is Global Warming?
Global Warming is defined as the increase of the average temperature on Earth. The United Nations Intergovernmental Panel on Climate Change (IPCC) concludes that anthropogenic (human-caused) greenhouse gases are responsible for most of the observed temperature increase since the middle of the twentieth century, and that natural phenomena such as solar variation and volcanoes probably had a small warming effect from pre-industrial times to 1950 and a small cooling effect afterward.¹ As the Earth is getting warmer, disasters like hurricanes, droughts and floods are likely to occur frequently, according to scientific study.² Global surface temperature increased $0.74 \pm 0.18^{\circ}\text{C}$ ($1.33 \pm 0.32^{\circ}\text{F}$) during the last century. Even though the average temperature of the air near the Earth's surface has risen a little less than 1°C over the last 100 years, it has been responsible for the conspicuous increase in storms, floods and raging forest fires we have seen in the last ten years, say scientists.

Climate model projections summarized in the latest IPCC report indicate that global surface temperature will likely to rise a further 1.1 to 6.4°C (2.0 to 11.5°F) during the twenty-first century. The uncertainty in this estimate arises from the use of models with differing climate sensitivity, and the use of differing estimates of future greenhouse gas emissions. Some other uncertainties include how warming and related changes will vary from region to region around the globe. Most studies focus on the period up to 2100. However, warming is expected to continue beyond 2100, even if emissions stop, because of the large heat capacity of the oceans and the long lifetime of carbon dioxide in the atmosphere.³

Figure 1: Change in Global Temperature, 1880-2000



(source: http://en.wikipedia.org/wiki/Global_warming)

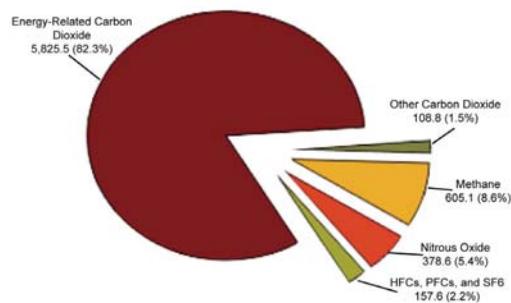
What are Greenhouse Gases?

Many chemical compounds found in the Earth's atmosphere act as "greenhouse gases". Like the transparent walls of a greenhouse, these gases allow sunlight to enter the atmosphere freely. When sunlight strikes the Earth's surface, some of it is re-radiated back towards space as infrared radiation (heat). Greenhouse gases absorb this infrared radiation and trap the heat in the atmosphere. Many gases exhibit these "greenhouse" properties. Some of them occur in nature (water vapor, carbon dioxide, methane, and nitrous oxide), while others are exclusively human-made, such as certain industrial gases. Over time, if atmospheric concentrations of greenhouse gases remain relatively stable, and the amount of energy sent from the sun to the Earth's surface balances the amount of energy radiated back into space, the

temperature of the Earth's surface remains roughly constant and at the comfortable level for human habitation.⁴

Major Sources of Greenhouse Gases in the United States
 In the United States, greenhouse gas emissions come primarily from the combustion of fossil fuels in energy use. Energy use is largely driven by economic growth, heating and cooling needs, as well as changes in the fuel used in electricity generation. Energy-related carbon dioxide emissions, resulting from the combustion of petroleum, coal, and natural gas, represented 82 percent of total US anthropogenic greenhouse gas emissions in 2006 (Figure 2).

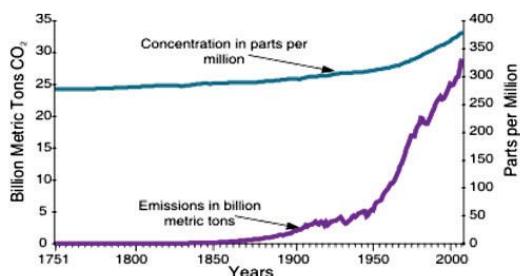
Figure 2: US Greenhouse Gases Emissions, 2006
 (million metric tons of carbon dioxide equivalent)



Source: Energy Information Administration, Emissions of Greenhouse Gases in the United States 2006 (Washington, DC, November 2007)

Methane comes from landfills, coal mines, oil and natural gas operations, and agriculture, while nitrous oxide is emitted through the use of nitrogen fertilizers, from burning fossil fuels and from certain industrial and waste management processes. Several human-made gases, such as hydrofluorocarbons (HFCs), per-fluorocarbons (PFCs) and sulfur hexafluoride (SF₆) are also released as byproducts of industrial processes and through leakage.

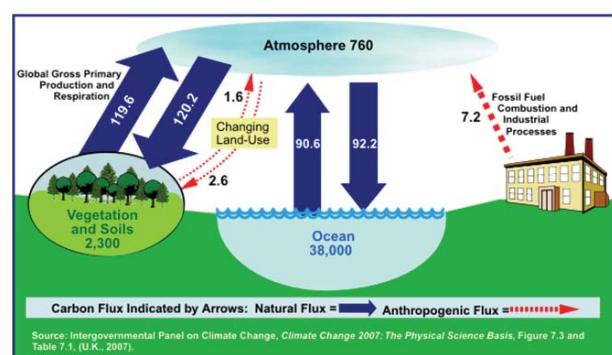
Figure 3: Global Carbon Dioxide Emissions and Carbon Dioxide Concentrations, 1751-2004



Source: Oak Ridge National Laboratory, Carbon Dioxide Information Analysis Center.

The levels of several important greenhouse gases have increased by about 25% since large-scale industrialization began around 150 years ago (Figure 3). However, during the past 20 years, about three-quarters of anthropogenic emissions came from the burning of fossil fuels. Concentrations of carbon dioxide in the atmosphere are naturally regulated by numerous complex processes collectively known as the "carbon cycle" as illustrated in Figure 4.

Figure 4: Movement of Global Carbon Dioxide
 (in billion metric tons of carbon)



The movement of carbon between the atmosphere and the land and oceans is dominated by natural processes, such as plant photosynthesis. While these natural processes can absorb some of the net 6.2 billion metric tons (7.2 - 92.2 + 90.6 - 120.2 + 119.6) of anthropogenic carbon dioxide emissions produced each year (measured in carbon equivalent terms), an estimated 4.1 billion metric tons are added to the atmosphere annually. This positive imbalance between greenhouse gases emissions and absorption results in the continuing increase in atmospheric concentrations of greenhouse gases.

What is the Greenhouse Effect?

The sun is the Earth's primary energy source and we can feel its heat from over 150 million kilometers away. The sun rays enter our atmosphere and shower upon our planet. About one third of this solar energy is reflected back into the universe by shimmering glaciers, water and other bright surfaces. Two thirds, however, are absorbed by the Earth, warming land, oceans and atmosphere. Much of this heat that radiates back out into space is trapped in the atmosphere by greenhouse gases. This process is called the greenhouse effect.⁵

What Effects do Greenhouse Gases have on Climate Change?

Rising concentrations of greenhouse gases produce an increase in the average surface temperature of Earth over

time. Rising temperatures may, in turn, produce changes in precipitation patterns, storm severity and sea level, commonly referred to as "climate changes". The IPCC suggests that Earth's climate has warmed between 0.6 and 0.9°C degrees over the past century and that human activity affecting the atmosphere is "very likely" an important driving factor.⁶ It further states that "most of the observed increase in globally averaged temperatures since the mid-20th century is very likely due to the observed increase in anthropogenic greenhouse gas concentrations."

World carbon dioxide emissions are expected to increase by 1.8% annually between 2004 and 2030. Much of the increase in these emissions is expected to occur in the developing world, where emerging economies such as China and India fuel their economic development efforts with fossil energy. Emissions from the countries outside the Organization for Economic Cooperation and Development (OECD) are expected to grow above the world average at 2.6% annually between 2004 and 2030.⁶

Is Global Warming Fact or Fiction?

On 2 February 2007, the United Nations scientific panel studying climate change declared that the evidence of a warming trend is "unequivocal" and that human activity has "very likely" been the driving force in that change over the last 50 years. Leading climate scientists are now 90% sure that human activity is heating up the planet. They present various scenarios that show where global warming could take us by the end of the century. The IPCC asserts in its report that global warming is "very

likely" human-induced, based on the consensus arrived by 700 scientists, 2,500 reviewers and countless government officials. The report continues that "numerous long-term changes in climate have been observed. These include changes in Arctic temperatures and ice, widespread changes in precipitation amounts, ocean salinity, wind patterns and aspects of extreme weather including droughts, heavy precipitation, heat waves and the intensity of tropical cyclones."⁷

Critics, however, often referred to changes in the Sun's radiation to account for global warming. They have argued that the Sun may have contributed about 45-50% of the increase in the average global surface temperature over the 20th century, and about 25-35% between 1980 and 2000.⁸ Although scientists have found fluctuations in the sun's radiation, critics claim the effects are nearly 20 times weaker than human-induced warming. They state that there has been no increase of solar brightness over the last 100 years. Solar cycles led to a negligible increase in brightness over the last 30 years, but this effect is too small to contribute significantly to global warming.⁹

Global Warming Petition Project

In December 1997, then US Vice-President Al Gore participated in a meeting in Kyoto, Japan, during which he signed a treaty to ration world energy production based upon fear of human-caused global warming. Mr. Gore and his supporters at the United Nations and elsewhere have claimed that the "science is settled" – that an overwhelming "consensus" of scientists agrees with the hypothesis



of human-caused global warming, with only a handful of skeptical scientists in disagreement.¹

In response to the Kyoto Protocol and Mr. Gore's claim, the Global Warming Petition Project was initiated in early 1998 by a group of physicists and physical chemists who conduct scientific research at several American scientific institutions to reject the hypothesis of human-caused global warming. As many as 31,478 Americans with university degrees in science – including 9,029 PhDs, signed the Petition.¹⁰ It is evident that these American scientists are not "skeptics" as Gore claimed. These scientists are instead convinced that the human-caused global warming hypothesis is without scientific validity and that government action on the basis of this hypothesis would unnecessarily and counterproductively damage both human prosperity and the natural environment of the Earth.

An increased global temperature between 1.5 and 4.5°C is estimated for the next 25 years.

The renewed petition campaign in 2007 was prompted by an escalation of the claims of "consensus", by the release of the movie "An Inconvenient Truth" by Mr. Gore, and related events. Mr. Gore's movie, asserting a "consensus" and "settled science" in agreement about human-caused global warming, conveyed the claims about human-caused global warming to ordinary moviegoers and to public school children, to whom the film was widely distributed. In response to this claim, a new campaign for signatures was initiated between 2007 and 2008. The majority of the current listed signatories signed or re-signed the petition after October 2007. Claims of "settled" science and overwhelming "consensus" were unsuccessful in convincing the United States government to initiate energy rationing.

While the intent of the Petition Project may appear genuine and in good faith, we cannot ignore the politics behind the claims of each group. Results based on scientific evidence found by neutral groups, such as IPCC, carry credible voice.

What will Earth's climate be like at the end of this century?

Prediction is hard. What do we need to predict the climate

of 2100? Well, we have to know how much carbon dioxide, methane, nitrous oxide, aerosols – dust and smoke – are going to be there, because those changes are likely to warm or cool the climate. We know it's going to be warmer. That's virtually certain with all the scientific evidence.

Socioeconomic factors will affect climate change; things like global population, standards of living, demand for fuels (cars) and use of available technology (coal and oil power). A common measure of living standard is *energy intensity*, a multiplication of population by GDP per capita by energy consumed per unit of GDP. It's critically important.

An increased global temperature between 1.5 and 4.5°C is estimated for the next 25 years. Very recently, the IPCC narrowed it to between 2 and 4.5°C. They call that "likely". Normally, "likely" means 2/3 to 90% chance of occurrence. This means there's a 5-7% chance of an increase less than 2°C (lucky), or greater than 4.5°C (really unlucky), according to Stephen Schneider, climatologist at Stanford University.¹¹ ■

(Part II will discuss China's environment and plan of action.)

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EMISSION TRADING IN CHINA



Simon Bai
Winners Law Firm

China is widely thought to be overtaking the United States as a major country that contributes to global greenhouse gas emission, although per capita it produces far less emissions than developed countries. The country's environmental woes are taking a rising economic and diplomatic toll, which is why China is under pressure to speed up efforts to control emissions. Drawing upon the experiences of Europe and the US, China has now embraced emission trading as a way to meet environmental challenges.

China's 11th Five-Year Plan (2006-2010) calls for cutting energy consumption per unit of GDP up to 20% by 2010 while reducing major pollutants, such as sulfur dioxide (SO_2) by 10%.

Emission trading, operating through a cap & trade system, is a market-based mechanism. It provides economic incentives for reducing pollution and requires companies

unable to limit their emissions to pay a price for extra credits in order to discharge pollutants, while those who successfully cut emissions – whether through energy efficiency or new technology, etc. – will be able to sell credits thus earned.

Emission trading is sometimes seen as a better approach than a direct emission tax or direct regulation, although environmental tax is also deemed a necessary supplementing measure to curb pollution. By solely aiming at the cap, it avoids the consequences and compromises that often accompany other methods. It can be cheaper and politically preferable for existing industries because the initial allowances are often allocated with a grandfathering provision where rights are issued in proportion to historical emissions. Emission trading allows flexibility but also increases efficiency in the reduction of emissions. Instead of government regulations dictating how the private sector meets pollution control goals,



the market helps rationalize the process. Moreover, emission trading is conducive to the development of new and cleaner technologies which are more environment-friendly.

It has to be noted that there do exist shortcomings of emission trading schemes, such as problems of complexity of a well-functioning system, verification and monitoring, enforcement, transparency and sometimes disputes over the initial allocation methods and cap standard.

China first initiated a pilot SO₂ emissions trading trial program in 2002. The program allows companies in the provinces of Shandong, Shanxi, Jiangsu and Henan, as well as the cities of Shanghai, Tianjin and Liuzhou, to trade emission credits with the China Huaneng Group, the country's largest power producer. The program was hardly successful due to negligible economic incentives and slack enforcement, among other reasons.

Jiangsu's provincial government announced in November 2008 that a water pollution emissions trading system would come into effect in 2009. Some 266 enterprises that discharge effluent into Lake Tai, which has been suffering from serious pollution, are required to buy permits from other firms if they exceed their emission quotas. Initial pollution permit prices are set by the government rather

than the market. The trading system is more of a government-administered allocation system rather than market-based trading.

Several years after the launch of the SO₂ emissions trading trial programs, China is still evaluating the feasibility of setting up a national emission trading system. Industry insiders say this is due to complications that arose regarding permit allocation.

The Shanghai Environment and Energy Exchange and Beijing Environment Exchange were launched in August 2008 to provide a platform for carbon emission credit trading and environment and energy-related equity and emission credit trading.

Tianjin Climate Exchange (TCX), co-founded by China Petroleum Corporation Assets Management Co. Ltd., Tianjin Property Rights Exchange and Chicago Climate Exchange (CCX), was officially launched in September 2008. TCX aspires to grow into a nationwide emissions trading platform. It focuses on SO₂ and chemical oxygen demand (COD, a measurement of water pollution) at its initial stage, with CO₂ trading to be rolled out at a later stage yet to be approved by the State Council.

CCX, one of the shareholders of TCX, is the world's first and the only voluntary and legally binding greenhouse



gas emissions trading system, which launched trading operations as early as in 2003. It is also the world's only global system that offers emissions trading covering all six major greenhouse gases: carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O), sulfur hexafluoride (SF₆), hydrofluorocarbons (HFC) and perfluorocarbons (PFC).

Located at Tianjin's Binhai New Area, TCX will implement the Binhai Comprehensive Reform Plan, approved on 13 March 2008 by the State Council, which aims to facilitate the clean development of Binhai New Area and to establish an emissions trading market in Tianjin.

TCX's members include entities with mandatory emissions or energy conservation requirements, liquidity providers who do not necessarily emit themselves or are not required to cut emissions and energy consumption, along with auction participant members.

In April 2009, Shanghai government announced that it is introducing China's first municipal trading mechanism as a means to curb pollution.

Ever since the establishment of The Shanghai Environment and Energy Exchange in August 2008, Shanghai government has been vigorously enforcing its green agenda, as evidenced by its recent shutdowns of 500 megawatts of coal-fired generators, plans to decommission still more inefficient plants and an ordinance against the construction of any new coal-fired power plants. New investment which fails to meet energy efficiency criteria could be denied land-use approval. Shanghai is now initiating an even more ambitious plan.

The Shanghai's Pollution Discharge Right Trading Scheme will require more than 300 companies, whose emissions comprise over 80% of the city's total discharge of pollutants, to purchase a credit that allows them to discharge within a quota. Beyond the quota, a company has to purchase credits from other enterprises which emit less than the quota or otherwise have surplus. The trading will be



Tianjin municipal government has yet to put forward an emission trading program that covers major polluting industries in the city.

conducted on the Shanghai Environment and Energy Exchange. SO₂ and COD will be the first two pollutants traded once the scheme takes effect later this year.

Compared with Shanghai, Tianjin municipal government has yet to put forward any similar emission trading program that covers major polluting industries in the city, which operates under a cap and trade system. Undoubtedly, such a system requires enormous coordination among different government agencies, legislature and regulatory bodies, accurate computation of emissions and a realistic total cap level, reasonable allocation of quota, local legislation as well as effective monitoring and verification methodology.

Tianjin municipal government is not historically known for its entrepreneurship or progressive leadership. But it is high time that Tianjin stepped up its pace in formulating and implementing an effective emission cap and trade program that will make TCX an active exchange with liquidity.

It is debatable whether China is now ready to adopt a nationwide permit-based pollutant emission trading scheme. It is, however, indisputable that exchanges such as those in Shanghai, Beijing and Tianjin will be ineffective in making China greener and more environment-friendly unless all such trading systems are tied in to a nationwide system of cap and trade.

The introduction of a more comprehensive national scheme is only likely once the existing exchanges have proven successful and gained sufficient experience. ■

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BRINGING DOWN UNDER UP TO TIANJIN

The Australian Trade Commission at the Tianjin Trade Fair

by Joei Villarama

Generously spread over one section of the hall were booths promoting developments in various provinces, while another section showcased the special zones in Tianjin including TEDA and Eco City. Across this building lay another section for products all proudly manufactured in Tianjin while beyond that were the stalls of foreign-owned enterprises optimistic about their foray into China. This was the Tianjin Trade Fair held at the International Exhibition Center, the massive building with the grand ceremonial staircase decked in flowers for the occasion.

Last 18-22 April, hundreds of businesses and special development areas participated in the annual gathering of exhibitors. Among the foreign pavilions, one booth stood out: instead of promoting products individually, it brought together manufacturers of consumer goods from Australia wanting a crack at the burgeoning Tianjin market. This is the second year the Australian Trade Commission has graced the event, and this time they chose to focus on consumer rather than industrial products.

Australia is known for its abundant minerals and as a holiday destination, but people are not as aware of its wide range of consumer goods. This fact prompted Trade Commissioner Tony Zhang to highlight in trade fairs the quality products manufactured down under. He is pleased to announce that since last year, China has become Australia's largest trading partner, surpassing Japan. More than 60% of the exports to China are minerals, iron ore being number one, but the consumer goods sector is growing rapidly.

Bemco, a wholly Australian-owned company, is an export consolidator in the food industry that partnered with Chinese importer Apple Gourmet. Its five-year presence in China has witnessed trade growth from 10 to 20%, a reflection of the Chinese consumers' changing tastes. Its biggest sellers are biscuits, juice, milk and yoghurt. Australian wine, exemplified by Blue River and Cranford Wines, are also making inroads in the market.

Vastrade has more than 20 years of Sino-Australian trade cooperation under its belt, with a wide range of businesses from petrochemical to power, from construction to food. It carries the Blue River series of red and white wines produced by an old winery that has its water sourced from snow-capped mountains. Vastrade has distributors in the southern part of China but not yet in Tianjin, thus the eager participation in the Trade Fair.



For Australian companies hoping to break into China, Tony Zhang advises they should consider each province or city as a separate market. "They cannot enter the market at once. They need to treat them separately and find different agents to do the business in each province." Austrade can thus facilitate the process through their expansive network of 15 offices across China. They have formed close ties with the local business and government community so they are always ready to bridge needs by introducing companies.

In 2004, Austrade won the World's Best Trade Promotion Agency Award. Aside from their offices around the globe, they have 50 offices throughout Australia so they know who are the exporters of what and where. Their goal is simply to add value to these companies. "Each company has a business agenda. You can only get them together if you add value to their business," explains Tony Zhang. "It's not a case of 'we're the government

agency so you should follow us'. It's the other way around. We have to understand what they need and what they want from us." In this way, Zhang's organization saves companies time and money by linking them up with importers and distributors. Companies can skip the headaches and precious time wastage by going straight to proven and reliable partners.

Reinforcing brand and image is another way to add value to the company. By participating in trade fairs beneath the umbrella of the Trade Commission, potential customers will perceive the exhibitor as having good quality and having the government's stamp of approval. They also make a bigger impact as a group rather than as individuals.

Joining the trade fair this year is Lightning Ridge Opal Company Director Philip Tramontanas, who has been coming to Beijing for five years promoting and selling black opal. For him, the key to opening the market for this precious stone is education. "You need a good representative or agent to take the opal to the marketplace. People are afraid to invest in the gemstone unless they are properly informed about it."

One of the biggest lessons he's learned in China is that people tend to say "yes, yes, yes" but don't "do, do, do". The pitfall of not delivering on your word can be avoided by having in writing how concretely you are going to be of service to one another. Another tip is regular contact "so you can see they are working for results that benefit both parties."

Ian Yan, Director of Asia Pharma, says that a lot of trade he does with China is in the south, which is also true for other participating exhibitors. Markets in south such as Guangzhou opened up earlier than the northern ones, so Tianjin has quite a lot of catching up to do. However, since the Chinese government has been drumming up a lot of interest in the area and shining a huge spotlight on it, exporters are welcoming the opportunity to expand their business and plug into yet-un tapped territories.

Meanwhile, Austrade is there holding ajar the door for those ready to fling it wide open. ■



LEGAL INFO FOR OVERSEAS INVESTORS SEEKING TO ESTABLISH THEIR OWN BUSINESS ENTITY IN CHINA (PART II)



Mr Julian Yu



Mr Francisco Soler

by attorneys
Mr Julian Yu and
Mr Francisco Soler,
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2. ACQUISITION

Under Chinese law, an overseas investor can acquire Chinese companies. Given that Chinese companies include both domestic companies and FIEs, different acquisition laws and regulations¹ will apply depending on whether the company to be acquired is an FIE or a domestic company.

According to these rules, there are two ways of carrying out an acquisition: Equity Acquisition or Asset Acquisition.²

2.1 Equity Acquisition

In Equity Acquisitions, a foreign investor either acquires equity in a target company or subscribes a share capital increase in the target company.

In Equity Acquisitions, all of the target company's rights and liabilities are attached to the equity and thus remain with the target company after the acquisition. Therefore, when carrying out an Equity Acquisition, it is important that the foreign investor has an extensive due diligence report drawn up on the target company in order to detect and quantify any actual or potential contingencies

that it may indirectly assume following the acquisition. In addition, tax incentives from which the target company benefits and any losses that may be used to offset future profits when calculating Enterprise Income Tax shall remain with the target company after the acquisition.

The advantages of Equity Acquisitions are:

- Continued existence of the target company; all existing licenses and benefits will continue to exist;
- Lower tax burden;
- Simpler procedure compared to Asset Acquisitions, in most cases.

The disadvantages of Equity Acquisitions are:

- Need for a comprehensive due diligence report due to the potential risks attached to the acquired equity;
- Need to agree on specific rules and mechanisms for the handover of control in the target company in order to properly allocate duties and responsibilities to both parties to the acquisition.

2.2 Asset Acquisition

In Asset Acquisitions, a foreign investor either directly purchases the assets of a target company and uses such assets to establish an FIE, or establishes an FIE and uses it to purchase the assets of a target company.

As Asset Acquisitions involve the purchase of a domestic company's assets, none of the target company's liabilities will be transferred with the purchase of such assets. Furthermore, any existing tax benefits will not be transferred either, since these attach to the target company rather than the acquired assets.

The advantages of Asset Acquisitions are:

- Easier control of the risks attached to the acquired assets;
- Possibility of partial acquisition of the target company, excluding the unwanted parts of the target company's business;
- None of the target company's liabilities will be transferred.

The disadvantages of Asset Acquisitions are:

- Higher tax burden;
- Incorporation of a new FIE is inevitable, and more time-consuming;
- Any tax benefits enjoyed by the target company cannot be transferred to the acquired assets.

2.3 Restrictions

An FIE will only be entitled to enjoy incentives for FIEs if the foreign investor holds 25% or more of the share capital after the acquisition.

The acquisition of a target company will also have to comply with the requirements set forth in Chinese laws and regulations on land and environmental protection, etc. Moreover, a company that has been converted into an FIE or established as an FIE after the acquisition will also have to comply with the Foreign Investment Industrial Guidance Catalogue.

2.4 Approval

The approval is the same as the one for establishing an FIE: the acquisition must be approved by the MOFCOM or its local offices at provincial level. Furthermore, the MOFCOM at State level is responsible for approving acquisitions involving key industries, national economic stability or the transfer of effective control of well-known trademarks or trade names.

2.5 Due Diligence

The importance of due diligence is undeniable when dealing with acquisitions as regards engaging in business with Chinese partners.

Nevertheless, the due diligence process in China can be challenging and time-consuming, as cultural differences may

prove problematic and render Chinese targets less cooperative in terms of disclosure of information to foreign investors.

It is advisable that foreign investors carry out a due diligence review focusing primarily on four areas: legal, tax, financial and reputation.

2.5.1 Legal Due Diligence

The legal status of a target company is of utmost importance, since matters such as rights and liabilities, regulatory compliance, third party claims and ownership of assets may be determinant of the value of the deal and the precautions to be taken by the foreign investor during negotiations with the Chinese party.

The following matters are important when carrying out a legal due diligence in China:

- Property ownership: Is the building occupied by the target company owned by it? Are trademarks or other intellectual property rights owned by the target company?
- Land ownership: Is the land occupied by the target company a piece of state-owned land or collectively-owned land. Could it even be owned by the army?
- Contract risk: Is there any significant risk of liability arising from the contracts to which the target company is a party? Have any guarantees been provided by the target company to secure its shareholders' or directors' obligations? Are there any change of control clauses?

- Potential debts: Does the target company have any debt that is not recorded in its accounting books or not identifiable through an analysis of the contracts made available?

- Shareholder structure and business scope: What is the ownership structure of the target company? Has the target company been operating within its business scope?

A comparison between taxes applicable to Equity Acquisitions and Asset Acquisitions

	Seller	Buyer
Asset Acquisition	Enterprise Income Tax on the transfer of the assets; Business Tax on sales of intangible property and real estate; VAT on inventories; Stamp Duty; Land Appreciation Tax on capital gain from real estate property	Deed Tax on acquired real estate; Stamp Duty
Equity Acquisition	Enterprise Income Tax on capital gains; Stamp Duty	Stamp Duty

2.5.2 Tax Due Diligence

Likewise, it is also very important to assess the target company's compliance with tax laws and regulations, since tax liability in China can be quite severe and entail serious consequences.

The following matters are important when carrying out a tax due diligence review in China:

- Payment of taxes: Has the target company been properly paying its taxes in accordance with its tax base?
- Withholding of taxes: Has the target company been properly performing its tax withholding obligations?
- Transfer pricing: Has the target company been complying with transfer pricing regulations?
- Preferential tax treatment: Does the target company fulfill the requirements for any preferential tax treatment it has been enjoying?
- Real estate tax: Have all real estate taxes been duly paid by the target company?
- Other tax obligations: Has the target company been complying with statutory obligations in relation to issues such as tax registration and invoice usage?

2.5.3 Financial Due Diligence

Financial due diligence of Chinese targets can be extremely difficult, since it is not uncommon in China for Chinese companies to have several sets of accounting records: one set for the tax authorities evidencing fewer profits or more expenses and other sets for internal use. Sometimes it's even possible that the target company doesn't maintain a complete accounting record, which will make it even more difficult for the foreign investor to verify the financial health of the target company.

It is very important to properly cross-check between the legal, tax and financial due diligence reviews, because in China, given that recording structures

are not very sophisticated, all the information tends to be linked.

2.5.4 Reputational Due Diligence

In addition to legal, tax and financial due diligence, it is also very common for foreign investors to investigate the reputation of their future business partners and/or senior management.

The objective of this type of due diligence is mainly the identification of "off-balance sheet risks" or other business risks that are not detectable through legal or financial due diligence. Reputational due diligence focuses on key people and the entities involved in a given transaction or joint venture, their background, reputation, track record and litigation history.

of trade in which the raw materials, auxiliary materials, components and parts, as well as packaging materials are provided by the foreign party and subsequently processed and assembled by the Chinese party. The finished products will be sold back to the foreign party.

3.3 Franchising

Chinese laws allow companies or individuals (the franchisee) to establish a business using a franchisor's business methods, registered trademark, patent and other resources by paying a franchise fee to the franchisor in accordance with the franchise contract.

In summary, there are quite a few methods for an overseas investor to establish his business in China, although there are still various restrictions existing within these options. With full analysis and comparison between these vehicles, and based on the needs of his business, an investor heading to China can always find the most suitable way to lay down his first footprint in this old and dynamic nation. ■

It is not uncommon in China for Chinese companies to have several sets of accounting records.

3. OTHER WAYS OF DOING BUSINESS IN CHINA

Foreign enterprises can still conduct activities in China, such as sourcing, entrusting Chinese companies to conduct processing or assembling, franchising and management contracting, without the need to incorporate FIEs.

3.1 Sourcing / Trading

Chinese laws allow foreign enterprises to import from China by entering into international purchase and sale contracts. If the sourcing activities require regular presence in China, for example, an office or local staff, the foreign company must incorporate an FIE to buy from the Chinese market and export afterwards.

3.2 Processing or assembling

The processing and assembling trade, which includes processing with imported materials and assembling with imported parts, is a type

1. Provisions on Mergers and Acquisitions of Domestic Enterprises by Foreign Investors for acquisition of domestic companies by foreign investors; and Provisions for the Alteration of Investors' Equities in Foreign-funded Enterprises for equity acquisition of FIE by foreign investors.
2. However, the possibility of asset acquisition of a FIE by foreign investors is not clear because currently there is no available law on it.

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



JUNE ECONOMY REPORT

BY DAVID KWON

Trade

Exports keep declining; is China ready for a possible delayed rebound in external demand?

Chinese exports plunged 22.6% in April from a year ago, the sixth straight monthly decline according to Chinese Customs data. Also, Chinese demand for imports continue to be weak. Imports fell 23% to 78.8 billion USD, putting China's trade surplus for April at 13.1 billion USD. Nevertheless, a "torrent in banking lending" meant to boost the economy lifted spending on factories and other fixed assets, reported AP on 12 May. Although April's exports of 91.9 billion USD are nearly two billion more than in March, China's overall trade sector has yet to recover from the continued global demand contraction.

Trade Numbers (in billion USD)

	January	YoY	February	YoY	March	YoY	April	YoY
Export	90.5	-17.5%	64.9	-25.7%	90.3	-17.1%	91.9	-22.6%
Import	51.3	-43%	60.1	-24%	71.7	-25%	78.8	-23%
Trade Balance	39.2		4.8		18.6		13.1	

Despite of fall in exports of heavy machinery and other industrial equipment, exports of clothing, shoes, plastics and other labour-intensive consumer goods have increased, suggesting some recovery in demand. American retailers have begun ordering to restock low inventories amid signs that consumer spending may be stabilizing, wrote Jing Ulrich, chairwoman for China equities at J.P. Morgan, in a note to clients. "Nevertheless, operating conditions for Chinese exporters will remain challenging for some time," she said, noting that orders at a recent spring trade show in southern China's Guangdong fell 17% from the autumn show.

Meanwhile, China's investments in factories and property development jumped 30.5% from a year earlier in the first four months to 3.71 trillion CNY (543.2 billion USD), thanks to a slew of bank loans for government stimulus projects. The growth rate was 1.9 percentage points higher than in January-March, the National Statistics Bureau said.

China's banks issued about 5.2 trillion CNY (757 billion USD) in new loans from January to April this

year for government orders to finance infrastructure projects aimed at boosting employment and stimulating demand. However, a two-thirds drop in new lending from March to April suggests that spending may moderate in the coming months as the economy absorbs the huge inflows, reported AP.

Investment in the private sector remains relatively weak, and potential risk of bad debt and waste from excess investment in factory capacity and other projects is soaring. Given the protracted weakness in overseas demand for China's exports, the Chinese government regards the spending as necessary for a recovery.

"Although much of the new bank lending has not yet turned into faster growth in economic activity, because of the time lag between lending and actual demand, we do expect fixed investment to accelerate in the coming months," reported Tao Wang, an economist with UBS. "As a result, we expect orders to rise and industrial production to rebound."

Many economists are blaming Beijing's stimulus efforts for relying too heavily on an assumption there would be a quick rebound in global demand for cheap Chinese



exports. Stephen Roach, Asia chairman of Morgan Stanley, argued that the Chinese government had miscalculated and was “clinging to antiquated policy and economic growth strategies that presuppose a classic snapback in global demand... That leaves China ill-prepared for what could well be the defining feature of the post-crisis world – an enduring US-led shortfall of external demand.”

In the past decade, China’s rapid growth has relied heavily on fixed asset investment – primarily in factories that make cheap goods for export throughout the world – and in real estate to house the increasingly affluent masses. A collapse in both exports and real estate has cut year-on-year GDP growth in the country from 13% in 2007 to 6.1% in the first quarter of this year and prompted the government to launch a series of economic stimulus measures, reported Financial Times on 12 May.

The US economic crisis and the Obama administration’s large spending plan have recently become a major obstacle for China’s continued growth.

Currency

Other developing countries’ currency depreciation strategy against China

Currency swings add to China’s trade uncertainty, wrote AFP on 7 May. The news agency further noted that China’s exports could suffer if other developing countries’ currencies fall sharply against the dollar, making their exports cheaper.

Recent “intense fluctuations” in the exchange rates of certain developing nations add uncertainty to the outlook for global commerce, said the Chinese commerce ministry on its first-quarter external trade report on 6 May. The report, without specifying the names of these countries, indicated that “if the currencies of certain developing countries with similar product composition depreciate sharply, this would have a big impact on the price advantage of Chinese goods.” Already, some international manufacturers have moved their facilities to countries such as Vietnam and Bangladesh because of cost-increase



in China, in part due to the steady rise of the Chinese currency in the past years.

Can China get out of the US dollar trap?

Since the global financial crisis broke out, the Chinese government has been struggling with one dilemma: how to maintain the value of its enormous foreign reserves held mostly in US dollars and US assets? While China’s projected 6.5% growth and its 2-trillion-USD foreign reserve left the world hoping that China would stimulate the global economy, Beijing sees it more like the Sword of Damocles hanging over its head, stated Wenran Jiang, Mactaggart Research Chair of the China Institute at the University of Alberta and a senior fellow at the Asia Pacific Foundation of Canada.

China has long kept its CNY exchange rate low by pegging it to USD. This resulted in double-digit growth of China’s economy and exports nearly every year, helping the central and local governments create more jobs for its 1.3 billion citizens. China’s “twin surpluses” of trade and capital led to the accumulation of its enormous foreign reserves. Beijing then began purchasing US treasury bills as a way of recycling its reserves for safe investment returns. This allowed the US to keep running “twin deficits” of trade and budget while China became the largest creditor of United States of America. The US economic crisis and the Obama administration’s large spending plan have recently become a major obstacle for China’s continued growth.

Chinese regulators believe that the huge US foreign debt, budget deficit and infusion of printed dollars will lead



to inflation and depreciation of USD. This process will substantially bring down Chinese holdings in US treasury bills and other assets, which are worth well over 1 trillion USD now. Wenran Jiang quoted Paul Krugman, 2008 Nobel Prize winner in Economics, saying that China has now fallen into a “US dollar trap” and cannot get out of it, nor will anyone come to its rescue.

Beijing is taking two measures to resolve this problem. First is to change the structural of the cause of the financial crisis, calling for the use of IMF Special Drawing Rights (SDRs) as a global super currency to replace the USD. A few days before the G20 meeting in London, Zhou Xiaochuan, governor of China's central bank, stirred global controversy by advocating the idea of a new international currency. Beijing, however, acknowledged that this is rather a long-shot proposal. Beijing is taking its first practical step: strengthen the CNY in the global market. At G20, Beijing stated that it would inject 40 billion USD into the IMF, possibly in the form of purchasing SDR bonds, thus pushing for IMF changes on its voting share. Also, China signed currency swaps worth more than 120 billion USD with several countries.

The second step for Beijing is to diversify its global investment from low-return T-bills and volatile securities to energy and resource assets around the world. Chinese mining companies have bought three Australian mining assets totalling more than 20 billion USD since February. In the energy sector, China has entered a new wave of large deal-making with major global players. It just signed a 25-billion-USD agreement with Russia for 15 million tonnes of crude annually for 20 years, starting in 2011, while providing loans to Russian oil and pipeline companies. Beijing also has just concluded a 10-billion-

USD oil-for-loan deal with Kazakhstan. Another 10-billion-USD agreement, with Brazil's Petrobras, is under way. Similar deals have been signed with Venezuelan oil companies, ExxonMobil and other western oil majors. Jiang says that Beijing is apparently more determined than ever to avoid being snared in the traps of a “T-bill republic”. It is instead trying to become a “hard-asset republic”. Its challenge is to take just enough steps to walk away from the dollar, but not too fast or in too dramatic a fashion that it might hurt its USD holdings. China may not be the saviour of the world financial system as many thought and hoped, but its gradual move away from the dollar may eventually serve a long-term utility in the reorganisation of the global economic order.

Chinese Stimulus Package

Despite possible signs of China's 4-trillion-CNY (586 billion USD) stimulus plan, the central bank warned in its quarterly monetary-policy report that recovery is not yet “solid” after the economy performed better than expected in the first quarter. This year in the first quarter, the Shanghai Composite Index rose 44 %, reported Bloomberg on May 11.

Contradictory figures: manufacturing, real estate and money supply

Chile's Codelco, the world's largest copper mining company, said May 7 that “dynamic” demand for the metal in China is helping to trim global stockpiles. Also, the stimulus plan, a six-fold increase in new lending to a record in March, and a fledgling recovery in real estate are said to be fuelling investment growth and an economic revival. Chinese manufacturing expanded in April after record contractions last year. General Motors Corp., the



Chile's Codelco

biggest overseas automaker in China, said its sales in the country rose 50% last month to a record. Overall vehicle sales rose 25% to a record 1.15 million units.

The stimulus plan, a six-fold increase in new lending to a record in March, and a fledgling recovery in real estate are said to be fuelling investment growth and an economic revival.

A stabilizing global economy may help Chinese exporters overcome thousands of factory closures and the loss of millions of migrant workers' jobs. Eight out of nine leading indicators tracked across the globe by Credit Suisse Group AG, including manufacturing indexes and US consumer confidence, have bottomed since the start of the year.

In China, however, there are still signs of weakness, including a 3.6% drop in power generation in April from a year earlier, reported by the official Xinhua News Agency on 6 May. Power generation is usually a simple and rather accurate method to assess country's expansion. Trade figures, in contrast, usually have much more underlying implications to economic expansion, embed many exceptions, and can simply be manipulated. "We're in a 'no man's land' now where the leading indicators look very good but the real economy hasn't yet begun to rebound," said Paul Cavey, an economist with Macquarie Securities Ltd. in Hong Kong.

While investment is surging, economists estimate that April's lending figure may be about 600 billion CNY down from a record 1.89 trillion CNY in March. M2, the broadest measure of money supply, rose 25.3% last month, down from 25.5% in March, according to the median estimate of 20 economists. The People's Bank of China has pledged to ensure an "ample" supply of money to sustain growth, while cautioning that new lending is overly focused on government projects, small businesses lack credit, and bad loans may rebound. ■

Three-month CNY trends

CNY vs USD



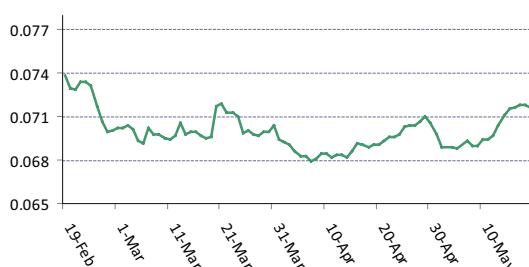
CNY vs GBP



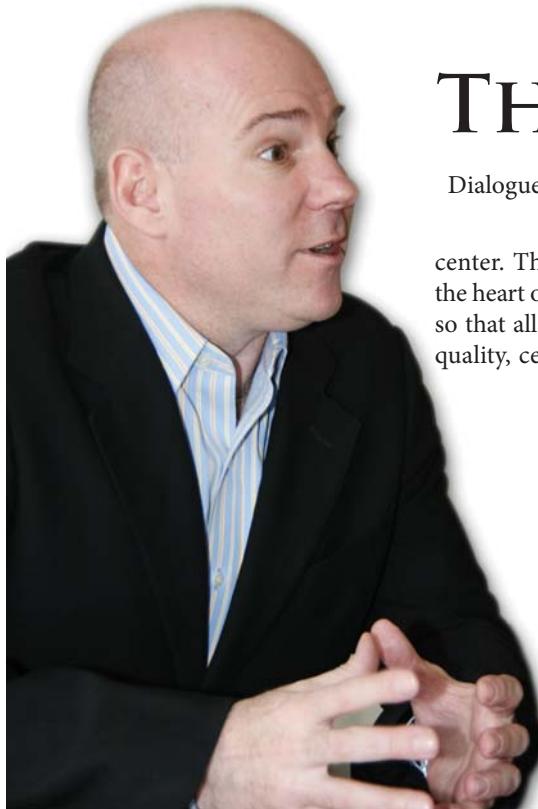
CNY vs EUR



CNY vs JPY



■ Data source: Oanda.com interbank rate



THE PLACE TO MEET

Dialogue with Mr. Joseph Zitnik, GM of Crowne Plaza Tianjin Binhai

center. The hotel's goal is to become the heart of the Airport Industrial Park so that all the businesses there have a quality, central place to meet and eat while adding some fabric of life to the area.

What distinguishes Crowne Plaza Tianjin Binhai hotel from others in TJ?

The Crowne Plaza offers modern, high-tech equipment and resources for businesspeople for meeting and personal use. Also unique to this hotel is that we are the only hotel in Tianjin offering free airport transportation for all guests.

We believe that convenient and free transportation further adds value to our customers.

What led you to this hotel?

I've been with IHG for 7 years. Before coming to Tianjin, I worked in Shenzhen, Thailand and Sanya. Coming to Tianjin gave me the opportunity to work in north China, which was exciting for me because it allows me to witness Tianjin's amazing development.

How does this post in Tianjin differ from your previous assignments?

In Tianjin, it is the first time I will be working as Area GM so I'm responsible for many different hotels covering three different brands.

What challenges have you and your colleagues had to overcome here before this hotel opening?

One of the big challenges is staffing especially in this location trying to convince people to change their lives and take a risk to work in a new hotel.

How has the Global Financial Crisis influenced the hotel industry and the Crowne Plaza Tianjin Binhai?

Prior to the crisis, most hotels were getting 70-80% occupancy and now they are around 40-50% so it has been a big drop. For the foreseeable future, this trend looks to continue and so it makes things a little bit more difficult for a hotel opening. However, we see it as an opportunity to gradually improve occupancy at a steady rate. In October, because of the 60th anniversary of the People's Republic of China, the government will begin to make visas more difficult to obtain, which will affect the last quarter of this year.

What is the marketing strategy of the hotel?

Our strategy is to build our base of the businesses in the Airport Industrial Park and the surrounding areas and forge excellent working relationships. We like to work one-on-one with businesses so that they feel like this is their second home and build upon these relationships to gear up for 2010.

What measures are in place to ensure that your guests receive the utmost service and satisfaction?

Evaluations of the service are constantly being conducted by people from inside and outside the organization in the form of mystery shopping and other service valuations. We then monitor this by detailed guests' surveys and every month we get results back from the London office. From there, we develop key drivers or areas to improve and then we create our action plan to solve these items. Our brand's motto is "Great Hotels Guests Love", so we have rolled out numerous initiatives in the areas of financial

Could you tell us a bit about Crowne Plaza Tianjin Binhai?

Crowne Plaza is part of Intercontinental Hotel Group and is the company's 5-star meeting hotel brand. At the Crowne Plaza, we are known for being "the place to meet" so we focus specifically on the business meeting market. We open facilities in city-centralized locations in which there are many opportunities for business meetings. The Crowne Plaza Tianjin Binhai will be located next to the Airport Industrial Area, and will have 388 rooms on 10 floors that cater to meeting planners and business executives. Two of the ten floors are "Crown Plaza Club" for high-level business individuals. We are opening a Fun Pub, Japanese restaurant, Chinese restaurant and all-day dining restaurant. For business purposes, the hotel will have a large Grand ballroom and many meeting rooms. Regarding recreation, the hotel will feature a Tea Tree Spa, an in-door tennis center, indoor swimming pool and fitness



performance, guest experience and responsible business practices. At IHG, we also think responsible business means being a “green hotel” and doing what we can not to impact the environment too much. Each of IHG’s hotels has to receive a “green” accreditation.

Are there any differences in requests between Chinese and foreign guests?

Chinese guests expect higher-quality Chinese food. As a result IHG has partnered with famous Chinese food companies to help ensure our Chinese food is trendy and top quality. Foreign guests frequently request CNN and the international newspapers. Although there are some slight variations in preferences, all guests expect clean rooms, good service and guest recognition.

Many other hotel chains have begun utilizing the internet to increase sales and promotion. What type of online services does the Crowne Plaza offer to potential guests?

On our website, IHG.com, we offer local room specials. We also have a lowest internet rate guarantee so if someone finds cheaper hotel fees elsewhere, we will reimburse them the difference. Approximately 25% of our business now comes from the internet sales. We also have a program for meeting planners to get special access on our website so that they can book meetings at special rates. We try to develop a direct online relationship with guests.

Could you define in few words your business philosophy?

Work hard and good things will happen. If you are dedicated in what you do and you try your best and you work at it, the results will show. I encourage my staff to give their full efforts in order to accomplish our goals.

After 20 years of managing international hotels, what are your criteria for a top hotel?

Guest recognition is the most important aspect of a great hotel. If we have information in the computer about a guest’s preferences then we try and provide them those services so that they know we appreciate them choosing our hotel. We plan on setting a new benchmark for hospitality.

Work hard and good things will happen.

What are your future business plans?

Along with the growing Tianjin market, IHG plans on opening up more hotels in addition to its existing 7 hotels in Tianjin.

What has been your greatest professional accomplishment working in China?

My greatest accomplishment will be opening the Crowne Plaza in Tianjin. I think of accomplishments more as what we can do for someone else. In Shenzhen, I opened a hotel there and donated part of the revenues to building a school for an orphanage.

Are there any additional thoughts you would like to share with our readers and the business community?

We hope that everyone will have the opportunity to visit the Crowne Plaza Tianjin and try some of our restaurants and upcoming activities. ■

TAKING HR BEYOND

By Joei Villarama



Panel discussion at the China Economic Review's HR conference

It's no trade secret. CEOs and managers have always extolled that people are the company's greatest asset. But it remains to be seen whether these are mere utterances that make good sound bites or if these are actually taken to heart, lived and practiced in their companies.

According to Novartis China's HR Director Jennifer Jin, 30-35% of people leave the company because of managers with whom they don't like to work. There are people who refuse to work for certain bosses because of differences in values. In a comprehensive study of 700 senior-level leaders done by Hewitt Associates and the Human

Capital Institute, only 7-10% of organizations hold managers or executives accountable for developing the people who directly report to them.

The HR role is traditionally, like most office work, buried under mounds of paperwork. It's only in recent years that the industry has been taking HR beyond pay slips, labour laws and health benefits and into the realm of talent and potential development. In the spirit of tracking and sharing innovations in the HR field, China Economic Review held an HR Recruiting and Staffing conference on 19 March at the Grand Hyatt Beijing with speakers from different industries.

For companies struggling with a considerable amount of turnover, lacklustre managerial performance, and a seeming dearth of talent, the forum was an eye opener. One of the main messages was to promote talent within the organization by finding room to promote local "potentials" in the organization. The key word is "potential", which is differentiated from "performance". As Jennifer Jin quipped, "High potential leads to high performance but high performance doesn't lead to high potential. People need to be able to navigate in different situations and organizations."

Chris Rowe, Senior Partner at IWNC China, linked the current mess in which companies find themselves to their tendency to promote based on performance and not potential. "In my career in sales, I have seen a number of fantastic salespeople promoted to become dreadful sales managers," Chris relates. "So the company takes two hits: they've lost their best salesperson and they've de-motivated the rest. You have to get quite hard and focus on learning agility because that is the core ability to go further and further."

When pharmaceutical company Novartis assesses the potential of a candidate, it uses a three-point formula: 1) basic intelligence and education, 2) experience and 3) learning agility. Jennifer Jin explained that the four dimensions of agility are mental, change, result and people agility.

"Potentials are the talents of tomorrow," said Benedicte Hersen. "Anyone should know what future he or she has in the company. Turn the potentials into future talents and talents into future leaders." This reminded me of the story of a young, ambitious man who worked for a wholly foreign-owned enterprise in Tianjin. He was tasked to translate documents and handle the residence requirements of the expat managers, among other administrative duties. After more than one year in the company, he was looking for bigger challenges where he could gain more insight into the business. Finding that he didn't have this type of future in the company, he jumped ship to another that gave him the opportunity to hone his skills in negotiation and have more creative control over his career path.

One forum attendee observed that

most of the speakers come from or work with big multinational companies with many tools at their fingertips. How then would such concepts and strategies apply to smaller companies with fewer resources? Airbus' Hersen replied that it's not at all costly financially, but it does cost time, creativity and consistency. "It costs time to reflect where the company wants to go." It could also be something as simple as "giving somebody the chance to do something he or she hasn't done before."

Jennifer Jin also reminded not to discount "big company issues" that exist; whether an outfit is big, medium or small in size, what's important is that the team is aligned along one vision. "It's never too early to do people development. Without people, you can't move the business."

The chief executive must be convinced that personnel development is his or her duty, and the managers should know it rests on their shoulders, too.

Another misconception the forum panellists wanted to break was that personnel development is solely an HR function. It is actually the responsibility of the line management, while the role of HR is to be its driver and champion. The chief executive must be convinced that personnel development is his or her duty, and the managers should know it rests on their shoulders, too. In each team, the leader should know each person's strengths, what areas they should develop and how far they could develop. In a company, there are naturally managers who would be more aware of this than others (who merely rely on HR).

According to Hewitt Associates' study on "The State of Talent Management", lack of accountability is one of the greatest barriers. Only 5% of the organizations surveyed had the "capability to grow people in their jobs and provide feedback to support employee development consistently across the organization". Most companies track headcount and turnover but few measure the effectiveness of talent management programs and fewer still "align their human capital investments with their business strategy".

Through the years, leading global companies have developed sophisticated and comprehensive tools for talent selection and retention. Employees have regular evaluation talks with their direct supervisors about what they need to do to get promoted; there are references against which employees can check their progress and performance, thus empowering them with the ability to objectively self-evaluate. These companies have been praised not only for the hard skills that they develop among those they train, but for the soft skills practiced by their leaders.

Indeed, the best advertisement in the competitive search for talent is the company itself. A good company gets employees excited and eager about recruiting their friends and acquaintances. Employees are the best ambassadors, so if you like working for the company you will invite others to join you. As Chris Rowe put it, "Be a great place to work for, so it's a 'thank you' rather than a 'please do'."

Maximum's Managing Director Emile Mac Gillavry's graphically powerful presentation drove home the point about employer branding and the employer value proposition. Ac-

cording to him, "The main purpose of employer branding is to attract, recruit and retain better quality candidates by spending less time and money." In searching for candidates, Emile encourages companies to use innovative channels and not only rely on job boards which target the 7% who are active job seekers when the type of people wanted fall within the 48% who are passive seekers.

"Active seekers" will accept any job that's better than their current one, and are less demanding in finding the optimal match. "Passive seekers" will value an optimal match between themselves and their new employer.

Conference moderator and China Economic Review writer John Bishop asked a clincher of a question, one that hounds HR practitioners and CEOs alike: "How do you identify the potential leaders in the organization?" The panellists all agreed that leadership is a capability not a position. There are some people who lead but do not want the visibility. For Cindy Jensen of Boldmoves China, leaders have the emotional quotient that can communicate the vision. There are quantitative ways to assess and measure the EQ, which can be defined in several ways, so she warned against using a blanket approach. Instead, understand the "competency profile of various roles within an organization".

Align human capital investments with business strategy.

For Chris Rowe, "A leader is someone who is able to influence somebody to do something that without this influence, it could not have been done. This is totally different from a manager who makes you feel you have to do something. These are two different competencies. Some leaders are not at ease with being managers because



they don't want to force people to do something."

Each company would have their organizational structure defined by boxes linked by lines. Benedicte Hersen feels that the most difficult thing is to define how to take care of the blanks not covered by the boxes. There are people who don't fit in the box so there are gaps within and outside the boxes. Leaders proactively identify and find solutions to get

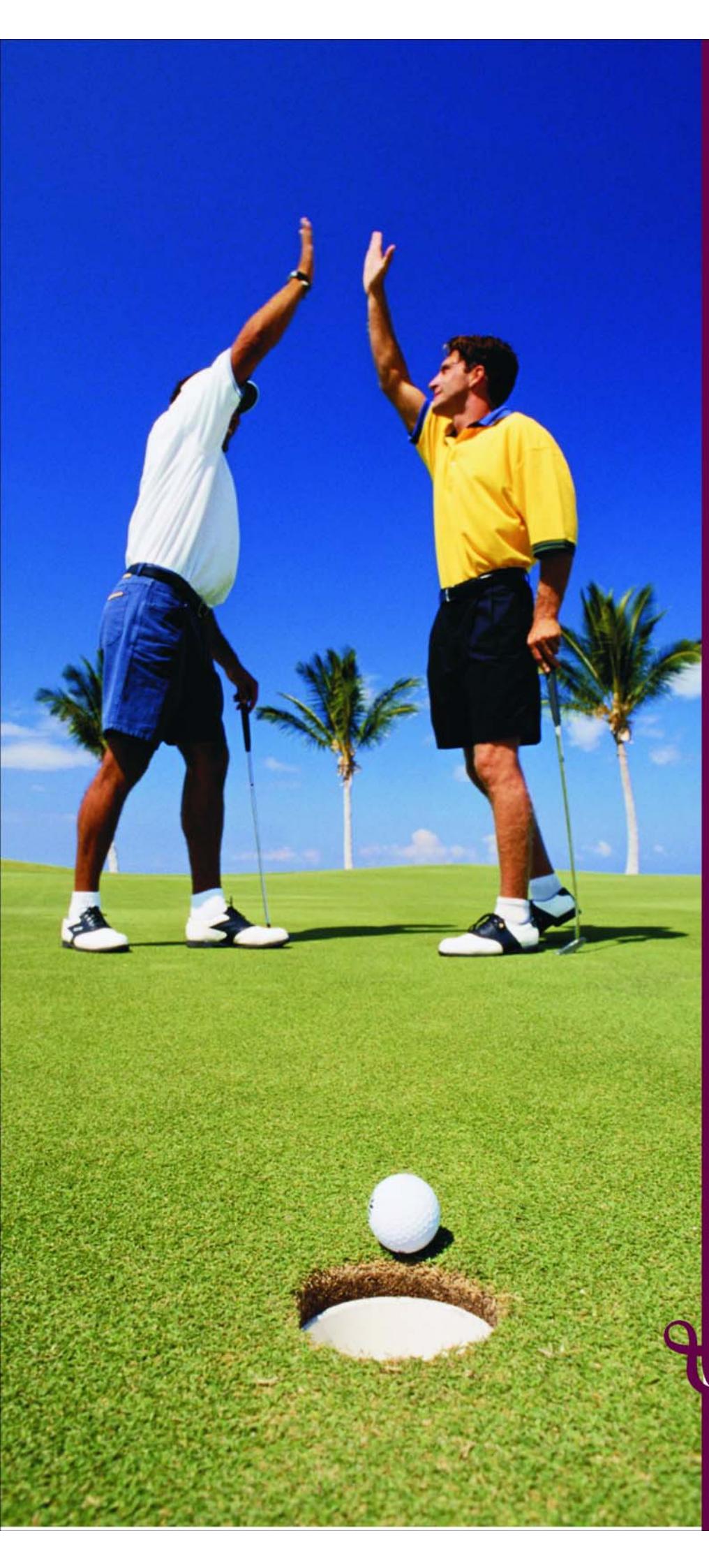
or the manager is not doing it. While you are in this mindset, nothing will happen. Or you can sit in your circle of influence and say I think this is wrong and ask, 'How can I influence this?' You just have to find a connection somewhere."

In 2007, the Harvard Business School published *Beyond HR: The New Science of Human Capital* by John Boudreau and Peter Ramstad. The book's objective is "to elevate the quality and rigor of decisions about human capital in an organization" and to provide a framework "that connects human capital to organizational effectiveness and strategic business success." In 2008, when the global crisis punched enterprise right in the gut, it became clear how crucial it is for companies to eye potential and invest in talent in order to come out stronger and more agile than competitors.

those gaps filled. It's not really a part of their list of responsibilities but they take care of it knowing it's pivotal to the company.

If there is something wrong, one must seek to influence the situation, suggests Rowe. "We can sit in our circle of concern and say the HR Director

Now more than ever, taking HR beyond should not be mere lip service but a strategic must-do. ■



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EAST MEETS WEST EDUCATION

Dialogue with Mr. Don Rogers,
Principal of Tianjin TEDA Maple Leaf International School

Could you tell us about your career background?

I have a bachelor's and master's degree in music and administration from the University of British Columbia. I have worked in Canada for 30 years: 23 years teaching music, 1 year as a vice-principal and 6 years as a principal for a Pre-K to 12 community school. I came to China 8 months ago.

What made you choose Maple Leaf International School in Tianjin?

I had heard about the Maple Leaf program and its goals and I was referred by a couple of colleagues who had been working for Maple Leaf. So I decided to look more into becoming an administrator for Maple Leaf and now I'm very proud to be here.

Tell us about Maple Leaf International School.

Maple Leaf Schools started in 1995 in Dalian with 1 school, 14 students. It has since grown to 17 schools with over 8,000 students. One Maple Leaf School will be opened every year. Each school provides education services to all students regardless of race, colour or nationality. The idea is to promote standards of excellence and challenge each student for future studies abroad as well as in China's finest universities. Maple Leaf is unique in that it provides education to Chinese nationals. The program combines British Columbia curriculum with the Dogwood certificate and also graduation with full Chinese accreditation. At the TEDA location, we have about 500 students currently



enrolled. They come from Taiwan, Korea, Singapore, Canada, the United States and all over China. However, we cater mostly to Chinese nationals.

Could you describe the international curriculum taught at Maple Leaf?

We follow the Province of British Columbia curriculum which requires strict adherence to learning outcomes, teaching methods and assessment. Students will receive the BC Dogwood (2004) diploma acknowledging full graduation. ESL and CSL are also





cornerstones of the curriculum as all courses are delivered in English with the exception of Mandarin and Chinese geography, political science and history. The school is inspected annually by an external team appointed by the BC Ministry of Education on all facets of its operation.

What is the most challenging aspect about being the principal of an international school in China?

The most challenging part is communication, as I am not fluent in Mandarin Chinese, so it requires the assistance of translators in order to exchange ideas.

What assessments do you use to evaluate students?

Formative and summative assessments are used to determine the achievement of students as well as to guide and to improve the instructional practice. The students must also write provincial examinations in several core subjects. In addition, rubrics for describing learning and work habits are being jointly developed by the staff and students for continuous assessment. We are constantly trying to improve the learning environment so students receive the best quality education.

What programs are available for non-native speakers of English and Chinese?

For non-English speakers we begin

English courses starting at kindergarten and continuing through grade 9, at which point students are assessed based on English proficiency as to whether or not they can continue to the British Columbia 10-12 program. For non-Chinese speakers, we have created a Chinese as a Second Language (CSL) program. Our goal is to combine the best of the East with the best of the West so that students can acquire both languages.

What makes a good international school? What should parents consider when deciding which school their children should attend?

An exceptional international school has a vision for the future. At Maple Leaf, we are trying to produce students that meet a mandate that can place them in cities around the world for study and possible employment. Currently 90% of Maple Leaf graduates are now studying at over 100 post-secondary institutions around the world. This is as a result of our focus upon globalization. Parents should consider costs, quality and standard of education. Maple Leaf Schools believe quality counts so we are looking for quality teachers, programs, facilities and students.

What makes an international school in China different from schools in other countries?

In China, there is a strong accountability by the education bureaus and governmental agencies that monitor international schools very carefully. The strength of Maple Leaf International School is partly due to the vigilance and communication with our Chinese partners.

What are Maple Leaf's plans for the future?

We plan on doubling the number of students enrolled for next year and also plan on building a few more schools for the kindergarten to 9th grade students. In 5 years, we plan on expanding to 1,200 students enrolled.

Are there any additional thoughts you would like to share with our readers and the business community?

TEDA and Tianjin is enjoying an ambitious and positive growth. The area has so much potential in terms of what it can provide for the economy of China and the world, as well as for employment for Chinese and foreign students. As we go forward into the next 5 to 10 years, culture will begin to awaken more in TEDA and Tianjin. This will result in more opportunities for students and post-graduates. The area has many of the foundations in place and it's one of the most exciting areas to be living in China as well as the world. ☐



EUROPEAN CHAMBER IN TIANJIN

Become a Member of the European Chamber's Working Groups, platforms to meet, exchange information and discuss specific horizontal and vertical issues with leaders in your industry!



Human Resource Working Group

Chairperson: Michelle Feng, HR Director, Gamesa Wind

Previous activities:

- HR Retention
- New Labor Contract Law
- Effective Leadership
- Basic Management Tools
- How to Handle Pressure
- Talent Management through Economic Crisis
- Layoff Legal Issue
- Core Talent Recruitment and Retention under New Situation



Finance & Taxation Working Group

Chairperson: Kelvin Lee, Director China Tax & Business Advisory Services, Tax Services, PricewaterhouseCoopers

Previous activities:

- New CIT Law
- Bank Loan Negotiation
- Transfer Pricing
- Hi-tech Certificate under new CIT
- Financial & Operational Risk Control
- Hedging in China



New Publication:

The Position Paper is published each year and represents the overall view of European Companies doing business in China. It details the key concerns and recommendations of each of the 30 Working Groups in regard to WTO implementation issues, trade issues beyond China's WTO commitments, regulatory issues and broader policy-related issues. The Position Paper is presented to the Chinese government and EU authorities each year with the aim of improving the investment climate in China.



Price:
Members: RMB300
Non-members: RMB600
The Position Paper is also available in CD-ROM format.

Event Review

May 9th, 2009 - A relaxing afternoon spent at Songjiang Country Club to celebrate Europe Day!

More than 50 member families from European Chamber Tianjin Chapter, German Chamber and French Chamber enjoyed a relaxing afternoon at Tianjin Songjiang Country Club to celebrate the formation of the European Union 59 years ago. The social event offered networking for adults, education for kids, and a pleasant time for all.



Hi, Nice to meet you!



Hey, give me a kiss!



Pass it to me!



This tomato is ripe.

Room15A17, Suite 17, Magnetic Plaza, BinShui Xi Dao, Nankai District, Tianjin 300381.

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天津韩国商会

The Korea Chamber of Commerce & Industry in Tianjin, China

Recent Events

(최근 현황)



제2차 운영위원회 개최

1. 2nd Operating Committee

Date: 12 May 2009 14:00 – 16:00

Venue: VIP Lounge, Fenglin Hotel

Content:

- > International Golf Tournament 2009
- > Selection of the Vice Chairman (Sports, Service)
- > Promotion of the Tianjin Korean International School



천진지역 기업경영지원 순회활동(세미나) 개최 안내

1. 제2차 운영위원회 개최

일 시 : 2009년 05월 12일 (화) 14:00 ~ 16:00

장 소 : 풍림호텔 귀빈청

내 용 :

- > 2009 국제골프대회 건
- > 분과 부회장 선임 건 (체육분과, 서비스 분과)
- > 천진한국국제학교 추진 관련

2. 천진지역 기업경영지원 순회활동(세미나) 개최 안내

언 제: 2009년5월12일(화) 16:00~ 18:00 (2시간)

어디서: 풍림호텔 1층 연회청

내 용

- 1) 대사관(공관) 경제통상활동 및 기업지원업무안내 (강도호 공사참사관)
- 2) 주요 사건사고 대응 방안 (이용민 법무협력관)
- 3) 최근 조세정책 변화와 우리기업의 대응(한재연 국세관)
- 3) 기업경영 애로사항 자문 (김덕현 박사, 국중 컨설팅)

3. 한국기업 고위 관리자 <실전! 중국어>강좌 안내

> 개설일시: 5월16일부터 매주2회실시(수.토요일)

> 장 소: 사무국 문화센터

> 강의시간: 오후18:30~20:30

4. 천진진출 우리 기업과의 간담회 개최

일 시: 09년 05월 15일 11:30 ~ 13:00

참석대상: 천진진출기업 제조업체 대표 8~10명

장 소: 풍림호텔 한식당

회의내용:

- 1) 현 경제위기 타개를 위한 업계통향 청취
- 2) 중국내수시장 개척에 대한 의견 교환
- 3) 중국진출우리기업의 경영애로 및 건의사항 청취 등

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 Http: www.tjkorcham.net E-mail: hanshanghui@hanmail.net



AmCham-China Tianjin Chapter

Event Review

Tianjin Chapter Wine Tasting and Networking Dinner

Date: 14 May 18:00-20:30, Thursday

Venue: C'est La Vie French Restaurant & Lounge Bar

AmCham-China, Tianjin Chapter's Wine Tasting and Networking Dinner featured a selection of superb red and white wines provided by Teresa Wine Shop, and a special dinner offered by C'est La Vie. All attendees had a great time catching up with old friends and making new ones.



30 Years of Experience Successfully Growing Businesses in China

AmCham-China, Tianjin Chapter Monthly Get-Together

Date: 26 May 15:30 - 20:30, Tuesday

Venue: TEDA International Club Tianjin (in Downtown)

AmCham-China, Tianjin Chapter and ACA Publishing Ltd. held an informative and topical seminar on the key elements to making your business in China successful. On hand to share their experiences and advice were two speakers who came to China 30 years ago and have made their mark. The speakers have been featured in a newly published book by ACA entitled "My Thirty Years in China", a compilation of true-life stories by Westerners who arrived early and established successful enterprises.

Upcoming Events

Tax Planning and Restructuring Your Business

Date: 11 June, 15:00 - 20:00, Thursday

Speakers:

Richard Hoffman, Senior Associate, Dezan Shira & Associates
Jessica Hou, Associate, Dezan Shira & Associates

Venue: Meeting room, 7F, Xiqing Economic Development Area Administrative Committee, No.8, 7th Xinghua Branch Road, Xiqing Economic Development Area, Tianjin
天津市西青开发区兴华七支路8号西青开发区管委会大楼7层会议室

Registration:

This event is free for those who register in advance. Only 25 seats available. If you have any inquiries, please send an e-mail to amandahe@amchamchina.org or call AmCham – China, Tianjin Chapter office at +86 22 2318 5072. Deadline for registration is noon, Tuesday, June 9.

US Embassy Briefing & American Citizen Service (ACS) Hour

Date: 26 June, 15:30-20:30, Tuesday

Speakers:

Laura Stone -- Chief of the Domestic Economics and Finance Unit at the US Embassy in Beijing, as well as Chief of the Tianjin Unit.
Roger Luo – U.S. Embassy in Beijing
Alfonso Cortes – U.S. Embassy in Beijing

Venue: Purple Bar, 2F, Radisson Plaza Hotel Tianjin
No. 66 Xinkai Road, Hedong District, Tianjin 300011 China
天津市河东区新开路66号天津天诚丽笙世嘉酒店

AmCham – China, Tianjin Chapter Annual Independence Day Celebration

Date: 4 July 2009 (Saturday)

Venue: Italian Concession

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



BENCHAM
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IN CHINA

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beijing@bencham.org www.bencham.org

The Benelux Chamber of Commerce in China strengthens the business, government and community ties between Belgium, The Netherlands, Luxembourg (Benelux) and China. By representing large, medium and small sized Benelux companies, with offices in Beijing and Shanghai, we provide a wide range of services to ensure our members' success in China.

ABOUT BENCHAM

The Benelux Chamber of Commerce in China, BenCham, was created in 2001 with the merger of the Dutch Business Association and the Belgian Luxembourg Business Association. To reflect its ever increasing corporate & social responsibilities, the organization changed its name in March 2006 to Benelux Chamber of Commerce in China.

The Chamber has two chapters, one in Beijing and one in Shanghai. It is the prime platform for business people from the Benelux to meet each other. BenCham has approximately 300 members and is growing fast. Members are large, medium and small-sized companies as well as individuals with an active interest in developing two-way trade and friendship between the Benelux countries and China.

The Benelux Chamber of Commerce is an independent, non-profit organization managed by a full-time secretariat under the supervision of a Board of Directors. Its activities are funded by membership subscription, sponsorships and fees of Chamber events.

For more information please contact Jessie Hexspoor, Communication Manager, at jhexspoor@bencham.org.

MISSION

To strengthen the business, government and community ties between the Benelux countries and China by providing a dynamic networking platform to its members.

NEW CORPORATE MEMBERS



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JOINING THE CHAMBER

The CICC is a free and elective association incorporated in the People's Republic of China. It is made up of Italian and foreign entrepreneurs and economic organizations. Membership is granted to Italian and foreign entities, incorporated in China or not, and Italian and foreign individuals, resident in China or not.

The 2009 Membership campaign is still open, and joining as a **Supporting Member** is now more convenient than ever:

- One **rotational banner** published on the home page of the CICC website for the entire association period;
- One "information and contacts" or one "assistance service" **free of charge**;
- Two **Membership Cards**;
- Two copies of the 2008-09 **Membership Directory**.

BENEFITS

The CICC works in order to offer to its Members a wide range of benefits. Thanks to special and exclusive agreements with institutions and companies, the **new benefits** for 2009 include the opportunity of having **discounted rates to fly** Lufthansa/Swiss Air, KLM/Air France from China to Europe; **special insurance package** provided by Generali China Life Insurance Co., Ltd.; and simplification of the procedure necessary to obtain a **Business Entry Visa** for your Chinese employees or Chinese partners.

The CICC provides **multiple services**: Information and Contacts; Assistance; Communication and Advertising; Logistics Assistance (including office & desk rental).

Check the many other benefits as well as the services we provide on our website:

www.cameralitacina.com

PUBLICATIONS

- **Il Quaderno**: the CICC's quarterly monographic review, written both in English and Italian language, with a Chinese presentation. Each issue analyses several aspects of a specific industry sector, highlighting the industry experts' opinions about its major issues and problems, and pointing out possible solutions (last issue: Tourism).

- **The Economic Bulletin of PRC**:



the semi-annual publication informs about economic issues of national and international interest, governmental policies and directives, giving a macroeconomic analysis of the past six months in order to give a prospective about the Chinese markets' future trends.

interviews with sector dealers, market research and in-depth analyses of products and scenarios involving Italy atop Chinese kitchen tables, iFood promotes developing the Chinese palate to further appreciate our cuisine. The next issue of iFood starts with an introduction on Italian breakfast, focusing on two Italian delicacies: coffee and chocolate. Download the latest issues of iFood from CICC's website: www.cameralitacina.com

EVENT REVIEW



Un mondo di pasta

27 April 2009, @ Piazza Italia, Beijing

Un mondo di pasta is an important event entirely dedicated to one of the most famous Italian products in the world, pasta.

Organized by the joint efforts of the Italian Embassy, the Italian Institute of Culture and the China-Italy Chamber of Commerce, the event is a great opportunity to follow the course of this fundamental food from its origins to its current prevalence worldwide.

The title, which translates to "a world of pasta", acknowledges the shared tradition with Chinese cuisine, which has been around as long as the Italian one – thousands of years. The paths of these two different and ancient cultures can be traced through the development of their takes on pasta.



- **iFood**: our electronic magazine about the state of the Italian food & beverage sector in China. Through

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The Danish Chamber of Commerce provides a foundation for Danes to meet in China along with providing an international network. Danish Chamber educates its members about present challenges when doing business in China and seeks mutual development between Denmark and China as well as to boost the business of our members.

The objectives of the Danish Chamber of Commerce in China (DCCC) are to advance, study and protect trade, investment, commercial and other relations between Denmark and China. The DCCC will seek to meet its objectives by:

- Engaging Chinese and Danish governments and other authorities in a dialogue on legislative and other measures affecting trade between Denmark and China;
- Organizing regular member activities such as lectures, seminars, workshops and fairs, as well as social events;
- Providing information and advice to Danish companies and organizations considering a presence in China;
- Broadening the understanding in Denmark of China and of the existing opportunities for enhancing commercial relations between China and Denmark.

Dear members and friends of the DCCC,

It's time for the annual summer party for the Danish community in Beijing, so please put on your sunglasses, shorts and flipflops and get ready for fun and BBQ at the Royal Danish Embassy.
 Sign up before 1 June at philipkyhl@dccc.com.cn or online at www.dccc.com.cn

If you want to receive invitations to the events and news from the DCCC please send a request to mail@dccc.com.cn.

Best regards,
 DCCC



Irish Network China: 2009 a Year of Partying, Sport, Charity

The Irish Network has been busy in the first quarter of 2009 mixing business with pleasure. The Irish Ball remains the most talked about (and fastest-selling) event on Beijing's social calendar every year: 650 tickets for this year's event, timed to celebrate St Patrick's Day, were sold out a month in advance. Much credit goes to INC chairperson and catering professional, Catherine Toolan. The profits from the ball were split between Beijing Gaelic Football Club (GAA) and Jinde Charities.

Right through spring the Irish Network China has been supporting the record success of the Beijing GAA – both the men's and women's teams beat the Beijing Bombers Australian Rules Football Club in recent experimental games in the Chinese capital – through cash for equipment and pitch rental. Ireland's most popular sport, Gaelic football is the progenitor of newer codes like Australian Rules. The sport has drawn an enthusiastic following in Beijing, particularly among the city's female sports enthusiasts.

Key INC members are also helping local needs, by supplying teachers for the weekly voluntary English language programme at Chaoyang Library. Beijing media and local government have both paid tribute to the project, which is headed up by INC community outreach officer Mark Godfrey and INC member Kathy Gilroy.

An INC man on a mission, Joe Loftus is raising funds for low income Chinese cataract patients. Several INC friends will run the Great Wall Marathon this summer to raise funds for Joe's generous cause. With a push from INC committee members Colin Saunders and Fiona McCormack, three of Beijing's ever-multiplying Irish pubs have put competition aside to organize fundraising events such as a race night to ensure Joe and his runners can pay for plenty of cataract operations.



The INC organizes an informal social evening on the last Thursday of every month at one of Beijing's Irish pubs. For details of this and other INC events see www.irishnetworkchina.com

Transportation

DOMESTIC FLIGHTS

(1=Mon, 2=Tue, 3=Wed, 4=Thu, 5=Fri, 6=Sat, 7=Sun)

From Tianjin

DEST	DEP	ARR	Flight No	Days
Changchun	11:10	12:40	ZH9253	.3.5.7
Changsha	12:00	14:10	GS7627/HU7627	1234567
Chengdu	13:10	15:40	8L9976	1234567
Chongqing	16:55	19:35	GS7467/HU7467	1234567
Dalian	17:55	18:50	GS7447/HU7447	1234567
Dunhuang	08:00	13:20	GS7421/HU7421	.2.4.6.
Fuzhou	18:55	22:50	MF8138	.2345.7
Guangzhou	14:30	17:20	HU7201	1234567
	19:45	22:35	CZ3136	1234567
Guilin	14:30	19:00	MF8323	.2.45.7
Guiyang	08:10	11:50	GS7465/HU7465	1234567
Haikou	09:00	13:50	GS7471/HU7471	1234567
Hangzhou	07:20	09:10	MF893	1234567
	16:15	18:05	MU2298	1234567
Hefei	07:30	08:55	FM9289	1234567
Hohhot	09:35	10:45	SC4717/CA4717	1234567
Kunming	13:10	17:50	8L9976	1234567
Macau	07:20	12:10	MF893	1234567
Nanjing	09:00	10:30	GS7471/HU7471	1234567
Ningbo	16:10	18:00	MU2398	1234567
Qingdao	15:05	16:00	GS7455/HU7455	1234567
Sanya	12:40	16:10	JD5196	1234567
	09:10	11:05	FM9130/MU8962	1234567
Shanghai	13:10	15:05	FM9902/MU5146	1234567
	15:40	17:25	CA1523	1234567
	20:00	22:10	FM9134/MU8964	1234567
Shenyang	21:45	23:00	3U3204/NS3204	.2.4.6.
Shenzhen	11:50	15:10	CA1371	123456.
	16:35	20:00	ZH9936	1234567
Taiyuan	11:20	12:20	GS7449/HU7449	1234567
Urumqi	15:50	21:25	CZ6928	.2.4.6.
Wenzhou	15:30	17:55	NS3203/3U3203	.2.4.6.
Wuhan	12:30	16:00	CZ6166	.234.6.
Xiamen	14:30	17:05	MF855	1234567
	17:15	19:25	FM9127	1234567
Xi'an	08:10	09:45	GS7465/HU7465	1234567
	14:20	17:00	GS7581/HU7581	1234567
Yantai	10:00	11:00	GS7421	1234567
Yinchuang	11:20	14:00	GS7449/HU7449	.12.4.6.
Zhuhai	13:30	16:15	CA1677	.3...7

To Tianjin

ORIGIN	DEP	ARR	Flights No	Days
Changchun	13:40	15:20	ZH9254	.3.5.7
Changsha	20:00	22:10	GS7628/HU7628	1234567
Chengdu	09:50	12:20	8L9975	1234567
Chongqing	20:15	22:40	GS7468/HU7468	123456
Dalian	19:20	20:20	GS7448/HU7448	1234567
Dunhuang	13:50	18:00	GS7422/HU7422	.2.4.6.
Fuzhou	09:10	13:20	MF8137	.2.45.7
Guangzhou	16:15	21:10	HU7202	1234567
	18:20	19:00	CZ3135	1234567
Guilin	19:50	23:45	MF8324	.2.45.7
Guiyang	12:30	16:15	GS7466/HU7466	1234567
Haikou	14:30	19:20	GS7472/HU7472	1234567
Hangzhou	13:40	18:05	MF894	1234567
	16:25	15:25	MU2297	.234567
Hefei	16:15	17:40	FM9290	1234567
Hohhot	15:50	16:55	SC4718/CA4718	1234567
Kunming	07:50	12:20	8L9975	1234567
Macau	13:25	18:05	MF894	1234567
Nanjing	17:50	19:20	GS7472/HU7472	1234567
Ningbo	13:30	15:30	MU2397	.23.5.7
Qingdao	16:30	17:25	GS7456/HU7456	1234567
Sanya	08:30	11:50	JD5195	1234567
	08:00	16:35	FM9129/MU8961	1234567
Shanghai	14:40	20:55	FM9907/MU5189	1234567
	18:25	20:25	CA1524	123456.
	19:05	09:55	FM9131/MU8959	1234567
Shenyang	13:10	14:30	3U3203/NS3203	.2.4.6.
Shenzhen	16:00	19:10	CA1372	123456.
	12:25	15:40	ZH9935	1234567
Taiyuan	19:30	20:30	GS7582/HU7582	1234567
Urumqi	10:00	15:00	CZ6927	.2.4.6.
Wenzhou	18:35	21:00	NS3204/3U3204	.2.4.6.
Wuhan	07:55	11:40	CZ6165	.234.6.
Xiamen	13:45	16:15	MF856	1234567
	19:55	22:30	FM9128	1234567
Xi'an	14:35	16:15	GS7466/HU7466	1234567
	18:00	20:30	HU7582/GS7582	1234567
Yantai	19:10	20:00	GS7422/HU7422	1234567
Yinchuang	08:20	10:50	GS7450/HU7450	1234567
Zhuhai	20:45	23:30	CA1678	.3...7

Updated on 18 May 2009

Airline Code

3U	Sichuan Airlines	GS	Grand China	MU	China Eastern Airlines
8L	Lucky Air	HO	Juneyao Airlines	NS	Northeast Airlines
CA	Air China	HU	Hainan Airlines	SC	Shandong Airlines
CZ	China Southern Airlines	JD	Deer Air	ZH	Shenzhen Airlines
FM	Shanghai Airlines	MF	Xiamen Airlines	BK	Okay Airways

INTERNATIONAL FLIGHTS

(1=Mon, 2=Tue, 3=Wed, 4=Thu, 5=Fri, 6=Sat, 7=Sun)

From Beijing

DEST	DEP	ARR	Flight No	Days
Abu Dhabi	19:10	00:20 (+1)	EY889	12.4.6.
Amsterdam	11:55	15:10(+1)	KL898/CZ767	1234567
Bangkok	17:05	22:00	TG615	1234567
Cairo	20:00	06:15(+1)	MS961	1.3.56.
Colombo	14:40	21:50	UL889	.3.5.7
Doha	23:50	04:05(+1)	QR899	12.45..
Dubai	23:30	04:50(+1)	EK307	1234567
Frankfurt	11:25	14:35(+1)	LH721/CA6221	1234567
Helsinki	11:40	14:15(+1)	AY052/CA3007	1234567
Hong Kong	07:50	11:25	CX 317	1234567
Istanbul	23:55	04:35(+1)	CA3005	1234567
London	12:15	15:05(+1)	BA038	12..5.7
Los Angeles	21:00	16:30(+1)	UA4455	123.5.7
Melbourne	15:35	09:00(+1)	NZ4907/CA177	1.3.5..
Moscow	11:50	15:10	SU572	1234567
Munich	14:20	18:10(+1)	LH723/CA6223	.23.567
Paris (CDG)	10:35	14:40(+1)	AF129	.2.4.6.
	13:45	17:40	AF129	.2.4.6.
San Francisco	13:40	09:04(+1)	UA889/CA8888	123.567
	11:55	14:55	KE852	1234567
Seoul*	23:50	00:10(+1)	KE854	1234567
	21:15	16:50	KE856	1.3.5.7
Singapore	08:45	15:10	SQ803	1234567
Tel Aviv	22:00	03:00(+1)	LY096	.2.4..7
Tokyo	08:25	12:45	JL780	1234567
Toronto	19:00	18:55	AC032	12.4.6.
Vancouver	15:50	10:30(+1)	CA991	1234567
Washington	19:00	19:35(+1)	UA898/CA8898	1234567

To Beijing

ORIGIN	DEP	ARR	Flight No	Days
Abu Dhabi	23:45	11:30(+1)	EY888	1.....7
Amsterdam	17:40	09:55(+1)	KL897/CZ768	1234567
Bangkok	10:50	16:30	TG614	1234567
Cairo	22:40	18:30(+1)	MS960	.2.45.7
Colombo	01:45	13:20	UL888	.3.5.7
Doha	01:30	14:40	QR898	12.45..
Dubai	03:00	14:45	EK306	1234567
Frankfurt	17:15	09:25(+1)	LH720/CA6220	1234567
Helsinki	20:00	05:30(+1)	AY051/CA3008	1234567
Hong Kong	17:00	20:15	CX312	1234567
Istanbul	23:05	14:20	CA3006	1234567
London	16:45	10:30(+1)	BA039	1234.67
Los Angeles	00:40	5:30(+1)	UA4456	1234567
Melbourne	10:45	22:25	CA178	.2.4.6.
Moscow	21:30	09:50(+1)	SU571	1234567
Munich	19:45	12:35(+1)	LH722/CA6222	.12.456.
Paris (CDG)	15:55	11:50(+1)	AF126	1234567
	18:55	08:50(+1)	AF128	1.3.5..
San Francisco	11:00	15:35(+1)	UA889/CA8899	1234567
	09:30	10:35	KE851	1234567
Seoul*	19:00	20:05	KE853	1234567
	11:35	12:40	KE855	1.3.5.7
Singapore	08:45	14:50	SQ802	1234567
Tel Aviv	00:45	16:35	LY095	.2.4..7
Tokyo	10:50	14:00	JL781	1234567
Toronto	14:35	17:00(+1)	AC031	1.3.5.7
Vancouver	12:50	16:30(+1)	AC992	1234567
Washington	12:21	15:30(+1)	UA897/CA8897	1234567

From Tianjin

DEP	ARR	Flight No	Days	
Chubu	13:25	17:15	JL788	1234567
Hong Kong	08:35	11:50	KA1103	1234567
Seoul*	12:15	15:05	KE806	1234567
Nagoya	14:10	18:00	NH114/CA6671	1234567
Kuala Lumpur	15:50	22:05	D7 2613	.2345.7

To Tianjin

ORIGIN	DEP	ARR	Flight No	
Chubu	10:10	12:15	JL787	1234567
Hong Kong	12:50	16:05	KA1104	123456
Seoul*	09:30	10:20	KE805	1234567
Nagoya	10:30	12:55	NH113/CA6672	1234567
Kuala Lumpur	08:30	14:35	D7 2612	.2345.7

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

Updated on 18 May 2009

Airline Code

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

Transportation

Updated on 18 May 2009

TRAIN

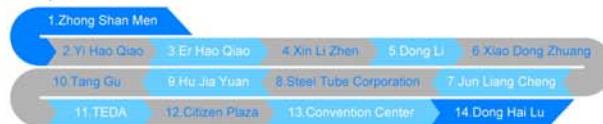
BJ~TJ~TEDA (¥14)			TEDA~TJ~BJ (¥14)		
Train	Departs	Arrives	Train	Departs	Arrives
4493	13:10	16:08	4494	08:05	11:21

LIGHT RAIL

TJ ~ BINHAI (¥6)

Train	Monday ~ Friday		Saturday ~ Sunday		
	Periods of Time	Interval(min)	Periods of Time	Interval(min)	
Zhong Shan Men	06:30 ~ 06:45	15	06:30 ~ 06:50	20	
(TJ ~ Binhai)¥6	06:45 ~ 07:54	5 ~ 10	06:50 ~ 08:20	12 ~ 13	
First: 06:30	07:54 ~ 11:00	10 ~ 12	08:20 ~ 10:55	8 ~ 10	
Last: 21:00	11:00 ~ 15:45	15	10:55 ~ 15:20	12 ~ 15	
Dong Hai Road	15:45 ~ 18:15	10 ~ 13	15:20 ~ 16:50	10	
(Binhai ~ TJ)¥6	18:15 ~ 20:00	15	16:50 ~ 21:00	12 ~ 15	
First: 06:30	20:00 ~ 21:00	20	—	—	
Last: 21:00	06:30 ~ 07:40	10 ~ 20	06:30 ~ 08:10	15 ~ 20	
	07:40 ~ 10:05	8 ~ 13	08:10 ~ 10:50	10 ~ 13	
	10:05 ~ 15:05	15	10:50 ~ 12:20	15	
	15:05 ~ 16:55	10 ~ 12	12:20 ~ 18:10	10 ~ 12	
	First: 06:30	16:55 ~ 18:00	5 ~ 8	18:10 ~ 21:00	13 ~ 15
	Last: 21:00	18:00 ~ 20:00	10 ~ 15	—	—
		20:00 ~ 21:00	20	—	—

Stops:



AIRPORT Shuttle Bus

Tianjin ~ Beijing Airport Terminal 3

¥70 one way

04:00-18:00, runs every 45 minutes till 18:00.

Tian Huan Long Distance Bus Passenger Station at the junction of Hong Qi Lu and An Shan Xian Dao.

Tel: +86 22 2305 0530 +86 22 2305 0533

Beijing Airport Terminal 3 ~ Tianjin

¥70 one way

07:00, 08:00, 09:00 then every 30 minutes until 23:00

Exit on the first floor at Gate 3, Terminal 2,3

Tel: +86 10 64558718 +86 10 8433 5878

TAXIS in Tianjin

3km	4km	5km	6km	7km	8km	9km	10km	11km
¥8	¥9.7	¥11.4	¥13.1	¥14.8	¥16.5	¥18.2	¥19.9	¥20.8
12km	13km	14km	15km	16km	17km	18km	19km	20km
¥25	¥27.6	¥30.1	¥32.7	¥35.2	¥37.8	¥40.3	¥42.9	¥45.4

No. 1 Metro Stops:

METRO Tianjin

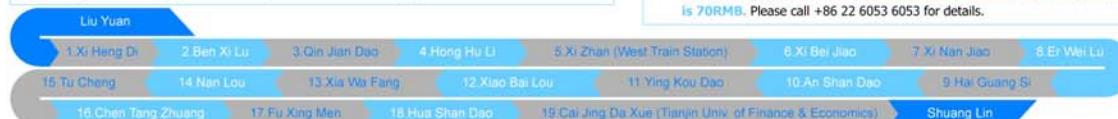
Metro line 1

Metro line 1 is from Liu Yuan station to Shuang Lin station. It crosses Bichen, Hongqiao, Nankai, Heping, and Jinnan districts.

Price: ¥2-5 depend on distance travelled

Hours: 06: 00 - 22: 00 Tel: +86 22 6028 6777

Subways run every 10 minutes, 5 minutes during peak hour.



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

C2028 10:15 10:50

C2030 10:30 11:00

C2032 10:40 11:10

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

C2066 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

C2096 23:00 23:30

C2098 23:15 23:45

C2099 23:30 23:55

C2100 23:45 24:15

C2101 24:15 00:45

C2102 00:30 01:00

C2103 01:00 01:30

C2104 01:30 02:00

C2105 02:00 02:30

C2106 02:30 03:00

C2107 03:00 03:30

C2108 03:30 04:00

C2109 04:00 04:30

C2110 04:30 05:00

C2111 05:00 05:30

C2112 05:30 06:00

C2113 06:00 06:30

C2114 06:30 07:00

C2115 07:00 07:30

C2116 07:30 08:00

C2117 08:00 08:30

C2118 08:30 09:00

C2119 09:00 09:30

C2120 09:30 10:00

C2121 10:00 10:30

C2122 10:30 11:00

C2123 11:00 11:30

C2124 11:30 12:00

C2125 12:00 12:30

C2126 12:30 13:00

C2127 13:00 13:30

C2128 13:30 14:00

C2129 14:00 14:30

C2130 14:30 15:00

C2131 15:00 15:30

C2132 15:30 16:00

C2133 16:00 16:30

C2134 16:30 17:00

C2135 17:00 17:30

C2136 17:30 18:00

C2137 18:00 18:30

C2138 18:30 19:00

C2139 19:05 19:35

C2047 19:15 19:45

C2048 19:40 20:10

C2049 19:50 20:20

C2050 20:00 20:30

C2051 20:10 20:40

C2052 20:20 20:50

C2053 20:30 21:00

C2054 20:40 21:10

C2055 20:50 21:20

C2056 21:00 21:30

C2057 21:10 21:40

C2058 21:20 21:50

C2059 21:30 22:00

C2060 21:40 22:10

C2061 21:50 22:20

C2062 22:00 22:30

BJ ~ TG (¥70-¥118)

Train Beijing Tanggu

C2274 12:40 13:10

C2276 14:10 14:40

C2278 17:30 18:00

C2280 20:25 20:55

TG ~ BJ (¥70-¥118)

Train Tanggu Beijing

C2273 10:45 11:15

C2275 12:35 13:05

C2277 15:55 16:25

C2279 18:50 19:20

* Beijing-Tianjin Bullet (C) Train opened on 1 August from Beijing South Railway Station to Tianjin Railway Station. The price of the first class is 69RMB while the price of second class is 58RMB.

Beijing-Tanggu Bullet (C) Train opened on 24 September From Beijing South Railway Station to Tanggu Railway Station. The price of the luxury class is 118RMB, the first class is 84RMB and the second class is 70RMB. Please call +86 22 6053 6053 for details.

CUT OUT AND CARRY THESE TABLES . . .

International organizations based in Tianjin have the following open positions: (在津跨国公司招聘以下高级人员)

Purchasing Manager (采购经理)

Code: PM0906

JOB DESCRIPTION:

- Develop and implement sourcing activities for specific sourcing group categories
- Prepare fact-based negotiation and select supplier
- Develop and manage relationships and/or partnerships with suppliers and track their performance
- Evaluate and renew contract, and review payment process
- Implement contract and ensure contract compliance
- Analyze short-term sourcing tactics and long-term sourcing strategy

WHO WE ARE LOOKING FOR:

- Proficient in purchasing and purchasing cost control
- 5 years or more purchasing management experience
- Good interpersonal and negotiation skills
- Excellent organization, coordination and communication
- Good command of Mandarin and English

Marketing Manager (市场经理)

Code: MM0905

JOB DESCRIPTION:

- Develop strategy for growth and expansion in China and Europe, and negotiate deals with international partners
- Analysis of market trends and evaluation of evolving opportunities
- Evaluate and explore strategic opportunities
- Coordinate monthly closing and budget control
- Work with Product and Sales teams to identify targeted marketing plans that promote the product portfolio in conjunction with other strategies
- Develop marketing specifications for the product portfolio
- Advise on the correct competitive price positioning of products to account for the technical merits and weaknesses of competitor products

WHO WE ARE LOOKING FOR:

- Ability to meet multiple objectives in an entrepreneurial environment with little supervision
- Extensive negotiation experience, including comfort with legal aspects of negotiations
- Prior experience working in a high-growth or startup technology company preferred
- Proven track record with high standards of professionalism
- Exceptional interpersonal skills and ability to develop strong working relationships inside and outside
- Creative, resourceful, detail-oriented, highly organized

Accounting Manager (主管会计)

Code: AM0905

JOB DESCRIPTION:

- Prepare, examine and analyze accounting records, financial statements and other financial reports
- Assess accuracy, completeness and conformance to reporting and procedural standards
- Compute taxes owed and prepare tax returns, ensuring compliance with payment, reporting and other tax requirements
- Responsible for cash/bank journals and reports
- Establish tables of accounts, and assign entries to proper accounts
- Reconcile statement of account in transit

- Responsible for other related statistics job involving cash flow
- Achieve other jobs which are assigned by manager

WHO WE ARE LOOKING FOR:

- At least 3 years of work experience in a similar position
- University degree in accounting or related field
- Proficient in accounting laws and rules
- Good command of English and Mandarin
- Good command of Yong You accounting software
- Team player, honest, outgoing and can work well under high pressure

Sales Manager (销售经理)

Code: SM0906

JOB DESCRIPTION:

- Participate in the strategy, marketing guidelines and policies of company business
- Lead sales team to achieve the revenue goal
- Be responsible for the sales daily management
- Maintain and expand relationships with key customers
- Check sales proposals, presentations and contracts, negotiate and conclude the contract with clients

WHO WE ARE LOOKING FOR:

- Bachelor's degree or above, major in marketing, business administration, etc.
- Ability to meet multiple objectives in an entrepreneurial environment with little supervision
- Excellent negotiation experience and communication skills
- Prior experience working in a high-growth or startup technology company preferred
- Minimum 3 years sales management experience, sales training experience is preferred
- Exceptional interpersonal skills and ability to develop strong working relationships inside and outside
- Superior customer service skills and follow-through abilities
- Good verbal and written English

Commercial Director (商务总监)

Code: CD0906

JOB DESCRIPTION:

- Identify, develop and maintain a wide range of relationships and networks with key officers and relevant authorities in the municipality in order to facilitate success
- Develop the marketing and promotional strategy, and play a key role in driving the company's commercial success in Greater China area
- Drive, lead and support key deal negotiations ensuring they stay aligned with the business objectives
- Develop and lead related functions as businesses expand in China

WHO WE ARE LOOKING FOR:

- At least 8 years experience related to commercial and sales market
- Experience working in China, over 5 years in same position
- Previous experience in Capital Goods or Assets
- Strong ability to manage 100-500 people
- Conversational in English and fluent in Chinese
- Energetic, dynamic and outgoing
- Highly reliable and able to treat company's information with strict confidentiality
- Insightful understanding of the principles of administration in the municipality



If you are interested in any of these positions,
please send your resume and mention **Code No.** to HR@boxinren.com

MARKET RESEARCH(PART 2)

PERFORMING A MARKET SURVEY

VOLUME 18

Market Investigator (MI): Excuse me, I'm doing a market survey for a new business. I'd like to ask you a few questions if you don't mind.
 市场调查员(1): 对不起, 打扰一下(2)。我在(3)一家新店(4)做市场调查(5), 要是(6)你要(7)的话, 我想(8)问你(9)几个问题(10)。
 shichǎng diàocháyúán: duibùqǐ, dǎrǎo yíxià. wǒ zài wèi yījiā xīndiàn zuò shichǎng, yào shì bù de huà, wǒ xiǎng wèn nǐ jǐgè wèntí.

Passerby (P): That's fine, ask away.
 过路人(11): 行(12), 问吧(13)。
 guòlùrén: xíng, wènba.

MI: This business will be 'fast food', so the questions will be related to that.
 市场调查员: 这家店将(14)搞“快餐(15)”, 所以(16)问题都与快餐有关(17)。
 shichǎng diàocháyúán: zhèjiā diàn jiāng gǎo kuàicān, suǒyǐ wèntí dōu yǔ kuàicān yǒuguān.

P: Okay.
 过路人: 好的
 guòlùrén: hǎo de.

MI: Which drink do you prefer: Coca Cola, Pepsi or fruit juice?
 市场调查员: 你喜欢(18)哪种(19)软饮料(20): 可口可乐(21), 百事可乐(22)或果汁(23)?
 shichǎng diàocháyúán: nǐ xǐhuān nǎzhǒng ruǎnyǐnlèi: kěkǒukélè, bǎishikélè huò guǒzhī?

P: I'd rather have a Pepsi.
 过路人: 我更爱(24)喝百事可乐。
 guòlùrén: wǒ gèng ài hē bǎishikélè.

MI: Would that preference be a deciding factor in which restaurant you choose?
 市场调查员: 这个偏爱(25)是不是(26)你选择(27)餐馆(28)的决定因素(29)?
 shichǎng diàocháyúán: zhègè piān ài shìbùshì nǐ xuǎnzé cānguǎn de juédìng yīnsù?

P: Not usually.
 过路人: 一般(30)不是。
 guòlùrén: yíbān bùshì.

MI: Are you concerned about the fat content of food?
 市场调查员: 你是不是在乎(31)食物(32)里的脂肪含量(33)?
 shichǎng diàocháyúán: nǐ shìbùshì zài hū shíwù lǐ de zhīfáng hánlìang?

P: I'm not concerned, but I know that my sister is.
 过路人: 我倒不在乎(34), 但(35)我知道(36)我姐姐(37)很在乎。
 guòlùrén: wǒ dào búzài hū, dàn zhīdào wǒ jiějǐe hěn zài hū.

MI: Is speed of delivery a factor when you choose a fast food restaurant?
 市场调查员: 你选择快餐店(38)时, 食品提供速度(39)是其中一个考虑(40)因素吗?
 shichǎng diàocháyúán: nǐ xuǎnze kuàicāndiàn shí, shípǐn tígōng sùdù shì yíge kǎolǜ yīnsù ma?

P: Definitely. I go to a fast food place because I don't want to wait. I like to get my food and get on with my business.
 过路人: 肯定(41)的。我去(42)快餐店就因为(43)不想等(44)。我我喜欢吃完东西(45)继续做事(46)。
 guòlùrén: kěndìng de. wǒ qù kuàicāndiàn jiù yīnwéi bù xiǎng děng. wǒ xǐhuān chīwán dōngxī jìxù zuòshì.

MI: Do you usually buy a set meal, or order items separately?

市场调查员: | 你 | 通常(47) | 是 | 买 | 套餐(48) | 还是(49) | 单独 | 选择(50) | 几样(51) | 食品 | 呢?
shichāng diàocháyúan: | nǐ | tōngcháng | shì | mǎi | tàocān | háishì | dāndú | xuǎnzé | jǐyàng | shípǐn | ne?

P: I usually go for a set meal.

过路人: | 我 | 通常 | 买套餐。
guòlùrén: | wǒ | tōngcháng | mǎi tàocān.

MI: Thank you very much for your cooperation.

市场调查员: | 多谢 | 你的 | 合作(52)。
shichāng diàocháyúan: | duōxiè | nǐde | hézuò.

P: No problem, you are welcome.

过路人: | 没关系, | 不必 | 客气(53)。
guòlùrén: | méiguānxī, | bùbì | kèqì.

(1) 市场调查员 shìchāng diàocháyúan	market investigator	(27) 选择 xuǎnzé	choose
(2) 对不起, 打扰一下 duībùqǐ, dǎrǎo yíxià	Excuse me	(28) 餐馆 cānguǎn	restaurant
(3) 为 wèi	for	(29) 决定因素 juédìng yīnsù	a deciding factor
(4) 新店 xīndiàn	new business	(30) 一般 yílbān	generally
(5) 市场调查 shìchāng diàochá	market research	(31) 在乎 zài hū	to be concerned about
(6) 要是 yàoshì	if	(32) 食物 shíwù	food
(7) 不介意 bùjièyìde	don't mind	(33) 脂肪含量 zhǐfáng hánliàng	fat content
(8) 想 xiǎng	would like to	(34) 不在乎 bùzài hū	don't care
(9) 问你 wèn nǐ	ask you	(35) 但 dàn	but
(10) 几个问题 jǐgè wèntí	a few questions	(36) 知道 zhīdào	know
(11) 过路人 guòlùrén	passerby	(37) 姐姐 jiějie	sister
(12) 行 xíng	that's fine	(38) 快餐店 kuàicāndiàn	fast food restaurant
(13) 问吧 wènba	ask away	(39) 提供速度 tíngòng sùdù	speed of delivery
(14) 将 jiāng	will	(40) 考虑 kǎolǜ	consider
(15) 快餐 kuàicān	fast food	(41) 肯定 kěndìng	definitely
(16) 所以 suǒyǐ	so	(42) 去 qù	go to...
(17) 有关 yǒuguān	related to	(43) 因为 yīnwéi	because
(18) 喜欢 xǐhuān	prefer	(44) 不想等 bù xiǎngděng	don't want to wait
(19) 哪种 nǎzhǒng	which	(45) 吃完东西 chīwán dōngxi	get one's food
(20) 软饮料 ruǎnyǐnliào	soft drink	(46) 继续做事 jìxù zuòshì	get on with one's business
(21) 可口可乐 kěkǒukélè	Coca Cola	(47) 通常 tōngcháng	usually
(22) 百事可乐 bǎishíkélè	Pepsi	(48) 套餐 tàocān	a set meal
(23) 果汁 guǒzhī	fruit juice	(49) 还是 háishì	or
(24) 更爱 gèng ài	I'd rather...	(50) 单独选择 dāndú xuǎnzé	choose separately
(25) 偏爱 piān ài	preference	(51) 几样 jǐyàng	a few items
(26) 是不是 shìbúshì	whether or not	(52) 合作 hézuò	cooperation
		(53) 不必客气 bùbikèqì	you are welcome



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

ITALIAN DESIGN AND ARCHITECTURE FIRM LEAVES MARK ON TIANJIN



Michael Hart,
Managing Director,
Jones Lang LaSalle
Tianjin office

As Tianjin continues to grow and develop, it attracts domestic and foreign firms who in turn help the city continue to grow and thrive. This virtuous cycle has been underway for some time, but has certainly picked up pace over the past several years. One case in point is that of Progetto CMR, an Italian based architectural firm. Progetto was first attracted to the city by a series of international competitions which convinced them to stay and set up a permanent base. Today the work they are doing around the municipality means this Italian firm is daily cooperating with local design institutes, government institutions and various private developers and end users, and they are now more familiar with a number of outlying districts and long-term plans for the city than many Tianjin residents are themselves. A review of their work shows how broad property development in Tianjin is today and what impact even foreign firms are having on the face of the city.

Progetto, which is based in Milan, is the only integrated Italian design firm, which means they cover not only architecture, space planning and interior design, but also have the capacity to handle mechanical and engineering, health and safety, and industrial design work as well as cover large urban planning exercises.

The latter is what brought them to Tianjin in the first place. Back in 2003 they participated in three international design competitions for TEDA's central business district, for the Great Canal Economic and Cultural Zone (the area today known as TEDA town, located in the Hongqiao), and for the Haihe River Square and Heping Pedestrian Road. This very first experience with the Tianjin market convinced them of the opportunities here in the city,

where they subsequently set up an operative office. Interestingly, some of their ideas from their first work in those design competitions were eventually incorporated into the final plans for those areas.

In 2004 they started cooperating with Tianjin University, located in Nankai district, where they designed the Administration Building and the no. 25 teaching building. At present Progetto is also working on the interior design of building no. 26, the latest and largest addition to the campus.

In 2004 they also started working with the Union Group, which has since become a repeat customer. Progetto designed Sixth Avenue, a 110,000sqm mixed-use development with apartments as well as integrated retail and office uses, and is currently working on the concept design of Union Plaza, another 220,000sqm mixed-use complex right in the city center, at the moment still waiting for government approval. Today clients include local institutions such as the Tianjin Sports Bureau and the Hexi District Construction Committee, as well as a number of active developers including Hi Tech Real Estate, Overseas, Faith Estate, Renai, Global Villa, BD Land, and the Songjiang Group.

In 2005, Progetto won the international competition for the design of the new Tianjin Urban Planning Museum – which truth be told was actually commissioned to be used as an Italian Exhibition Centre. They have ever since been steadily cooperating with the Haihe Economic Development Office, for whom they provided consultancies on the interior and landscape design of various areas within Tianjin's Italian Concession.





Tianjin University Administration Building



Tianjin Sports Lottery

Today the firm has over 20 staff spread between Tianjin and Beijing and more than 100 in Italy. The Tianjin operation is two-thirds local, meaning the firm is bringing in expatriates to build the firm's culture and lead teams, but it also relies heavily on local talent who benefit from working for a European specialty firm. The company also cooperates with other foreign firms and local design institutes and is the only Italian partner of HOK's European Architects Network, a global network of some of the best-known architectural firms.

Not counting Tianjin University Building no. 26, Union Plaza, and the work in the Italian Concession, the firm's projects currently under development in Tianjin include a 140,000sqm residential complex and a 2,500sqm retail center in the Meijiang area, both developed by BD Land.

Progetto has also completed projects in Beijing, Shanghai, Shenzhen, Hangzhou, Guangzhou, Chongqing, Ningbo, and Xian, showing that Tianjin can be not only a good location for a foreign design firm, but also a base they can use to expand across China.

In addition to their headquarters in Milan and their office in Tianjin, they also have locations in Rome, Athens, Barcelona, and Beijing.

A few comments and outlook from Mr. Massimo Bagnasco, one of the Partners at Progetto.

Can you compare design skills and talent in China with that in Europe?

The main difference between local and Italian staff can probably be summed up as "pragmatism vs. purism". Due to our educational background – which often privileges theory upon practice and includes an in-depth analysis of classic models as a universal reference for an architect's work – Europeans often take a "purist", more rigorous approach to architecture, whereby certain principles and standards are to be respected to guarantee the quality of the final product. Conversely, Chinese designers have a more pragmatic approach; they are more flexible and willing to experiment combining different styles and elements to meet client's demands. A combination of the two is often the perfect formula to obtain the customer's final approval while preserving quality and originality.

What are the long term plans for Progetto in Tianjin and in China?

Tianjin was one of our very first "landing places" here in China, and as Italians we have a special attachment to the city, thanks to the presence of the former Italian Concession. We have been present in this market for five years already and plan to stay for many more to come, strengthening our ties with local authorities as well as private developers to contribute to the development of the city.

Simultaneously, we are increasingly operating in other first- and second-tier Chinese cities, cooperating with local design institutes and other foreign firms to consolidate our presence in the country (and possibly setting up other branches in the not-too-distant future).

What is your view on Tianjin's long-term prospects?

Tianjin's local market at times can be a challenge but is mostly an opportunity, especially after the central government's focus on the Binhai Area, which is bound to benefit the municipality as a whole. The city is rapidly changing face and we are more than willing to contribute to this development, especially as concerns the requalification of the former Italian Concession area, which is bound to become a new center of attraction for locals and foreigners alike.

Any final thoughts you would like to share?

Apart from our work as design consultants, we have always been focusing on the culture of design, which we strive to promote through our participation as speakers in international symposia and events, through an exchange program with Tianjin University, and through the publication of books. In the Chinese market we published Work Wide Words (2006) in cooperation with Tongji University Press, and Design on a Human Scale (2007) with Tianjin University Press. "Design on a Human Scale" is our motto and our guiding principle; it is a new concept of design that places Man at the centre of all planning and design activities. In fact, we believe that design must originate from the well-being of the individual as a function of the activities performed, and must aim at improving the quality of the surrounding environment; only then can our duty as architects be totally fulfilled. Sustainability, innovation, and quality are the cardinal points of Progetto CMR's design approach. ■

About Jones Lang LaSalle

Jones Lang LaSalle (NYSE:JLL) is a professional services firm specializing in real estate. The firm offers integrated services delivered by expert teams worldwide to clients seeking increased value by owning, occupying or investing in real estate.



仲
量
聯
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The Annual Italian Tourism Festival was held in New Italian Street in Hebei District on 1 May. All kinds of activities and exhibitions attracted passersby.



Composed of Law Daiyau, Jonathan Lee, Emil Chau and Chang Chenyue, **Super Band** held its **Tianjin Concert** at Tianjin Olympic Sport Centre Stadium on 15 May.

To commemorate **World Earth Day** on 22 April, **Tianjin Youth Activity Center** and Hongqiao District Children's Palace co-organized a themed activity on 19 April. Nearly a hundred children shared their understanding of Earth Day.



A newlywed couple decided up a **Han Dynasty wedding ceremony** whose origins can be traced back two thousand years.



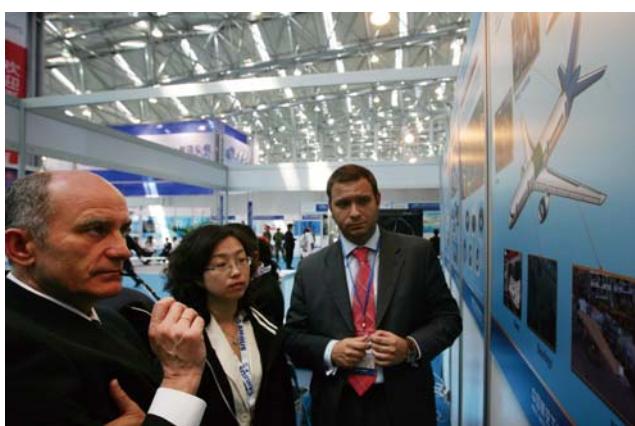


On the first anniversary of the Sichuan Earthquake, and Children's Day, **China Foundation for Poverty Alleviation** called for people from all walks of life to **donate study and living goods** for 3 million students in the disaster area.

Tianjin Language Training and Examination Center welcomed a special group of visitors lead by Mr. Wei Jiaxiang, **Vice-minister of Malaysian Ministry of Education**, on 6 May. For the first time, they took the **National Mandarin Level Evaluation Exam** and Spoken Chinese Level Exam for non-native Chinese speakers.



Aeromart Tianjin 2009, a high-profile international aviation and space exhibition, opened at the Tianjin Binhai International Convention and Exhibition Centre on **21 April**. The exhibition served as a high-end platform for enterprises to exchange and set up potential partnerships.



**June**

SUN	MON	TUE	WED	THU	FRI	SAT
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				

Local Events in June 2009 ►►►

►Business Events

Date	Event	Location	Organizer
June 3-5	2009 China (Tianjin) International Community Public Security Technology and Products Expo	Tianjin International Exhibition Centre	Tianjin Public Security Bureau Tel: +86 22 2801 2993
June 7-8	Global Green Business Summit	Renaissance Tianjin TEDA Hotel & Convention Centre, Tianjin.	BusinessWeek, China Enterprise Confederation, Tianjin Municipal People's Government CPPCC Tianjin Committee
June 10-12	The 3rd China International Private Equity Forum	Tianjin International Exhibition Centre	International Financing Services Co., Ltd. Tel: +86 22 2311 4416
June 11 15:00 -20:00	Tax Planning and Restructuring Your Business	Meeting room, 7F, Xiqing Economic Development Area Administrative Committee, No.8, 7th Xinghua Branch Road, Xiqing Economic Development Area, Tianjin	AmCham China Tianjin Chapter Tel: +86 22 2318 5072 See P46
June 24-25	Tianjin Medicines & Health Products Trade Fair	Tianjin International Exhibition Centre	
June 26 15:30-20:30	US Embassy Briefing & American Citizen Service (ACS) Hour	Purple Bar, 2F, Radisson Plaza Hotel Tianjin No. 66 Xinkai Road, Hedong District, Tianjin	AmCham China Tianjin Chapter Tel: +86 22 2318 5072 See P46
June 27-29	The 7th China Vocational Education Equipment & Technology Show	Tianjin International Exhibition Centre	

►Leisure Events

Date	Event	Location	Organizer
June 4 12noon	TICC Monthly Lunch	Hanks Sports Bar & Grill	TICC E-mail: ticc_09@hotmail.com
June 13 Arrive at 11:30, Tee-up at 12:00	The 4th International Goodwill Golf Tournament	Aroma Golf Club (Dagang District)	Tianjin Koream Chamber Contact: Zhou Hongmei, Deputy Director Tel: +86 22 2395 7991/3

►Special Days

June 1	International Children's Day		June 5	Máng Zhòng (Grain in ear); International Environment Day	
June 11	China Population Day		June 17	World Day to Combat Desertification and Drought	
June 20	World Refugee Day		June 21	Xià Zhì (the Summer Solstice); Father's Day	
June 23	International Olympic Day		June 26	International Day Against Drug Abuse	

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INT

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泰达足球场五号门南侧

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咖啡66
河东区新开路66号天津天诚丽笙
世嘉酒店一层

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D座3层

FR

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GE German

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IN Indian

INT International

IT Italian

JP Japanese

KR Korean

TH Thai

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FR

Trueman Coffee

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Hrs: 18:00 - 23:00
盘山葡萄酒扒房
河西区紫金山路天津喜来登大酒店
主楼二楼

INT

Parrot Restaurant & Bar

88 Huanghai Lu, TEDA
Tel: +86 22 6620 1663
Hrs: 10:00 - 24:00
鹦鹉西餐厅酒吧
天津经济技术开发区黄海路88
号

INT

Pizza Hill

Building B, Magnetic Plaza
Lingbin Lu, Nankai District
Tel: +86 22 2385 5025
天津嘉喜来比萨餐饮有限公司
南开区凌宾路奥城商业广场B区

IT

Spectrum All-Day Dining

7F, Hotel Nikko Tianjin, 189
Nanjing Lu, Heping District
Tel: +86 22 8319 8888 ext. 3570
Hrs: 11:30-14:30/18:00-21:30
彩西餐厅
和平区南京路189号
天津日航酒店七层

INT

SPR Coffee

1F, B Building, Olympic Stadium
Business Centre, Binshui Xi Dao,
Nankai District
Tel: +86 22 2385 5329
SPR 咖啡
南开区宾水西道奥城商业广场B区
1层

INT

T.G.I. Friday's

7-2 Fu Kang Lu, Nankai District
Tel: +86 22 2300 5555
Hrs: 10:00 - 02:00
星期五餐厅
南开区复康路7号增2号

INT

The Pizza Box

Fu Kang Hua Yuan, Jin Sha Li
Wang Ding Di, Nankai District
Tel: +86 22 2367 1318
比萨香西餐厅
南开区王顶堤富康花园

IT

Charm Sea Restaurant

CH
Huang He Dao, Nankai District
(Beside DaTong Mansion, opposite
to Huanghe Cinema)
Tel: +86 22 2763 8878
魅力东海大酒店
天津市南开区黄河道
(黄河影院斜对面大通大厦旁)

CH

China Station

CH
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
世嘉酒店二层

CH

Cuiheng Village

CH
Huasheng Branch: 2F Block C,
Huasheng Plaza, 146 Weidi Dao,
Hexi District
Tel: +86 22 8823 8986
翠亨邨
华盛店: 河西区围堤道146号华盛
广场C座2层

CH

Ding Tai Fung

CH
18 Binshui Dao, Hexi District
Tel: +86 22 2813 8138
Hrs: 11:30-14:30, 17:30-21:50
鼎泰丰
河西区宾水道18号

CH

Fountain Lounge

CH
Hyatt Regency Jing Jin City Resort
and Spa, 8 Zhujiang Da Dao,
Zhouliang Zhuang, Baodi District
Tel: +86 22 5921 1234
碧泉茶园
天津宝坻区周良庄珠江大道8号
京津新城凯悦酒店

CH

Golden Elephant Thai Restaurant

TH
78 Guangdong Lu,
Hexi District,
(Behind Yonghe Dou Jiang Fang)
Tel: +86 22 2328 7801
金象苑泰国餐厅
天津市河西区广东路78号

TH



Gou Bu Li 322 Heping Lu, Heping District Tel: +86 22 2303 1118 狗不理 和平区和平路322号	Saigon Court 173 Chengdu Dao, Heping District Tel: +86 22 2335 9173 Hrs: 10:00 – 14:00 17:00 – 22:00 贡苑法式越南餐厅 和平区成都道173号	Yue Wei Xian Hotpot Restaurant Tian Jiao Yuan: 208 Machang Dao, Hexi District Tel: +86 22 2335 7799 Tiyuan Bei: 8 Tiyuan Bei Dao, Hexi District Tel: +86 22 2395 2000 粤唯鲜火锅城 天骄园店: 河西区马场道208号 体院北店: 河西区体院北道8号	Riverside Friendship Road Bar 12 Zhangde Dao, Heping District Tel: +86 22 2312 4526 Hrs: 18:00-03:00 和平区彰德道12号
Han Luo Yuan 1F, Golden Crown Building, 20 Nanjing Lu, Hexi District Tel: +86 22 2302 9888 韩罗苑 河西区南京路20号金皇大厦1层	Sake N Sushi Bar 11F, Holiday Inn Binhai Tianjin 86, 1st Avenue, TEDA Tel: +86 22 6628 3388 ext. 2730 Hrs: 11:30 - 23:00 寿司吧 开发区第一大街天津滨海假日酒店11层	YY Beer House 3 Ao Men Lu, Heping District Tel: +86 22 2339 9634 Hrs: 10:30-02:00 粤园泰餐厅 和平区澳门路3号 (国际大厦后)	Feli's Bar 12 Zhangde Dao, Heping District Tel: +86 22 2312 4526 Hrs: 18:00-03:00 和平区彰德道12号
Kushi 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二层	Seitaro No.46, Floor 1, Qixiang Tai Road, Kaisa Palace, Heping District Tel: (+86) 22 2835 5588 Hrs: 11:00 - 22:00 清太郎日本料理 和平区气象台路凯撒皇宫46号1层 Zi Jin Shan Lu, Hexi District Tel: +86 22 2335 0909 Hrs: 10:00 - 22:00 河西区紫金山路喜来登大酒店	Bars	Fountain Lounge Bar Hyatt Regency Jing Jin City Resort and Spa, 8 Zhujiang Da Dao, Zhouliang Zhuang, Baodi District Tel: +86 22 5921 1234 碧泉茶园酒吧 天津宝坻区周良庄珠江大道8号 京津新城凯悦酒店
Meshiya Hashiba 7F, Isetan, Modern City, 108, Nanjing Road, Heping District Tel: +86 22 2718 8385 桥场饭屋 南京路108号现代城伊势丹7楼	Sorabol 873 Dagu Nan Lu, Hexi District Tel: +86 22 2833 5588 萨拉伯尔 河西区大沽南路873号 (天津日报社院内)	Babi Club 83 Qiongzhou Dao, Hexi District Tel: +86 22 8381 6006 芭芘俱乐部 天津市河西区琼州道83号	Italian Restaurant & Bar 53F, Xinda Plaza, Jiefangbei Lu, Heping District Tel: +86 22 5829 9698 Hrs: 21:00 – 02:00 云顶百家意大利西餐酒吧 和平区解放北路信达广场53层
Pengtiange 8 Hong Qi Nan Lu, Nankai District Tel: +86 22 2395 6666 鹏天阁 南开区红旗南路8号	Ten Yo Japanese Restaurant (Re-branding to Benkay Japanese Dining) 5F, Hotel Nikko Tianjin, 189 Nanjing Lu, Heping District Tel: +86 22 8319 8888 ext. 3558 Fax: +86 22 8319 2266 Hrs: 11:30-14:00/17:30-22:00 天瞳日本料理餐厅 (更名为弁慶日本料理餐厅) 和平区南京路189号天津日航酒店五层	Baby Face 9F, Isetan, Block C, Modern Town, 108, Nanjing Lu, Heping District Tel: +86 22 2711 9898 和平区南京路108号现代城C区伊势丹9楼	JV'S Bar 1F, Main Building, Sheraton Tianjin Hotel Zijinshan Lu, Hexi District Tel: +86 22 2334 3388 ext. 1845 Hrs: 17:00 - 01:00 JV'S 酒吧 河西区紫金山路天津喜来登大酒店主楼一楼
Pleasant House Room 103-104, Building 16, Feng Hu Li, Baidi Lu, Nankai district Tel: +86 22 2746 1203 点方圆 南开区白堤路风湖里16号楼 103-104室	Tingo 117 Changde Dao, Heping District Tel: +86 22 2311 1133 和平区常德道11号(蓝天宾馆院内)	Bingo Club 117 Changde Dao, Heping District Tel: +86 22 2311 1133 和平区常德道11号(蓝天宾馆院内)	Le Nest Club 103 Qiongzhou Dao, Hexi District Tel: +86 22 8381 6666 乐巢酒吧 河西区琼州道103号
Quanjude Roast Duck Restaurant Junction of Youyi Lu and YongAn Dao, Hexi District Tel: +86 22 8328 1666 Hrs: 11am-2pm, 5pm-9pm 全聚德烤鸭店 河西区友谊路和永安道交口	Tao Li Chinese Restaurant 6F, Hotel Nikko Tianjin, 189 Nanjing Lu, Heping District Tel: +86 22 8319 8888 ext.3561 Hrs: 11:30-14:00/17:30-22:00 桃李中餐厅 和平区南京路189号天津日航酒店六层	Chat's Bar 1F Hyatt Regency Tianjin Hotel, 219 Jiefang Bei Lu, Heping District Tel: +86 22 2331 8888 聊天廊酒吧 和平区解放北路219号凯悦酒店1层	Mayflower Bar Junction of Qixiangtai Lu & Zi Jin Shan Lu, Hexi District Tel: +86 22 5859 9898 Hrs: 19:00-02:00 五月花酒吧 河西区气象台路与紫山路交口
Regimen 51-52 and 65-66 Bldg E, Shang Gu, Tianta Dao, Nankai District Tel: +86 22 2341 6767 颐和 南开区天塔道上谷商业街E座 51-52 65-66	Mizu Bar Bar Street, Youyi Lu, Hexi District Tel: +86 22 2837 0888 瀚金佰Coco酒吧	Coco Bar Street, Youyi Lu, Hexi District Tel: +86 22 2837 0888 瀚金佰Coco酒吧	
Rengaya Friendship Department Store, 19 Shanghai Lu, TEDA Tel: +86 22 2532 4574 炼瓦家 开发区黄海路19号友谊名都2号底商	Wan Li Chinese Restaurant 2F Renaissance Tianjin TEDA Hotel, 29 2 nd Avenue, TEDA Tel: +86 22 6621 8888 ext. 6750 万丽轩中餐厅 天津经济技术开发区第二大街29号		Buy IMPORTED WINE from EUROPE. Selection of Red and White Wines. Free Home Delivery. Box of 12 bottles. Ask prices and our regular service by e-mail: wines@jin24h.com

Lifestyle Listings

New York Bar
4F Bolian Building, 155 Weijin Lu, Heping District
Tel: +86 22 2353 0136
博联西餐酒吧
和平区卫津路155号博联大厦4层

Rainbow Restaurant & Pub
12 Yanhe Lu, Hexi District
Tel: +86 22 2355 9898
Hrs: 19:00-02:00
彩虹西餐厅&酒吧
河西区沿河路12号

Pepper
3F, Building B, Shang Gu, East Gate of Water Park, Nankai District
Tel: +86 22 2341 5238
南开区水上公园东门上谷商业区B座3层

Richmond Bar
23 Luoyang Dao, Heping District
Tel: +86 22 2311 3397
里士满西餐酒吧
和平区洛阳道23号

Purple Bar
2F, Radisson Plaza Hotel Tianjin, No. 66 Xinkai Lu, Hedong District
Tel: +86 22 2457 8888
葡吧
河东区新开路66号天津天诚丽笙世嘉酒店二层

Scarlet
3F Bolian Building, 155 Weijin Lu, Heping District
Tel: +86 22 2355 6223
乱世佳人
和平区卫津路155号
博联大厦三楼

Scooters
Bar Street, Youyi Lu, Hexi District
Tel: +86 22 2837 0575
思酷特酒吧
河西区友谊路酒吧街内

Seven Club
291 Shaoxing Dao, Hexi District
Tel: +86 22 2333 1777
Seven酒吧
河西区绍兴道291号

SITONG Bar
-1F, Somerset Olympic Tower, Chengdu Dao, Heping District
Tel: +86 22 2337 7177
昔唐音乐酒吧
和平区成都道奥林匹克大厦负一层

Sugar Club
Henghua Building, Xiawafang, Dagu Nan Lu, Hexi District
Tel: +86 22 5831 8888

The Tavern Pub
3F, Bldg B, Shanggu, Tian Ta Lu, Nankai District
Tel: +86 138 2111 0901
第九客栈
南开区天塔道上谷商业街B座3层

Top
3F, near Children's Hospital, Tonglou, Hexi District
Tel: +86 22 2334 7777
Top酒吧
河西区佟楼儿童医院旁3楼

1969 Music Bar
Building A, 37 Shang Gu, Tianta Lu, Nankai District
Tel: +86 22 2395 1969
1969 音乐酒吧
南开区天塔道上谷商业街37号A区

8 Bar
78 Jianshe Dao, Heping District
Tel: +86 22 2330 5988
8号酒吧
和平区建设道78号

Hotels

Baiyun Hotel
12 Fada Street, Nanhai Lu, TEDA
Tel: +86 22 6620 8888
白云酒店
天津经济技术开发区南海路发达街12号

Best Western Byronn Hotel Tianjin
90 Xi'er Dao, Airport Industrial Park
Tel: +86 22 8486 0000
Global free reservation telephone: 0800 0013 1779
天津空港白云酒店
空港物流加工区西二道90号

Crowne Plaza Tianjin Binhai
55 Zhongxin Avenue, 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

Crystal Palace Hotel
28 Youyi Lu, Hexi District
Tel: +86 22 2835 6666
水晶宫饭店
河西区友谊路28号

Golden Crown Hotel
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
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 Binhai Tianjin
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 Tianjin Riverside
Phoenix Shopping Mall A, 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A区

Holiday Inn Tianjin Hotel
288 Zhongshan Lu, Hebei District
Tel: +86 22 2628 8888
假日饭店
河北区中山路288号

Hotel Nikko Tianjin
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
8 Zhujiang Da Dao, Zhouliang Zhuang, Baodi District
Tel: +86 22 5921 1234
京津新城凯悦酒店
天津宝坻区周良庄珠江大道8号

Hyatt Regency Tianjin
219 Jiefang Bei Lu, Heping District
Tel: +86 22 2330 1234
天津凯悦酒店
和平区解放北路219号

Radisson Plaza Hotel Tianjin
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

Renaissance Tianjin Hotel
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 TEDA Hotel & Convention Centre
29, 2nd Avenue, TEDA
Tel: +86 22 6621 8888
天津万丽泰达酒店及会议中心
天津经济技术开发区第二大街29号

Sheraton Tianjin Hotel
Zi Jin Shan Lu, Hexi District
Tel: +86 22 2334 3388
喜来登大酒店
河西区紫金山路

Tian Bao International Hotel
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 Ruiwan Hotel
2527, Yihao Lu, Xin Gang, Tanggu District
Tel: +86 22 2578 0001
天津瑞湾酒店
塘沽区新港一号路2527号

Tianlun Rega Jinbin Hotel
135 Anshan Dao, Heping District
Tel: +86 22 8331 1818
天伦瑞嘉晋滨大酒店
和平区鞍山道135号

TEDA International Club (Tianjin)
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

TEDA International Hotel & Club
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

Apartments

Astor Apartment
33 Tai Er Zhuang Lu, Heping District
利顺德公寓
和平区台儿庄路33号

Crystal Palace Hotel Apartment
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

Sheraton Apartment
Zi Jin Shan Lu, Hexi District
Tel: +86 22 2334 3388
喜来登公寓
河西区紫金山路

Somerset Olympic Tower
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

TEDA International Club (Tianjin)
7 Fu Kang 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

Lifestyle Listings

Tianjin Centre Residences

219, Nanjing Road, Heping District
Tel: +86 22 5868 2888
天津中心公寓
和平区南京路219号

Tianjin International Building

75 Nanjing Lu, Heping District
Tel: +86 22 2330 6666
国际大厦
和平区南京路75号

Chambers

European Chamber

Tianjin Chapter
Room 15A17, Suite 17, Magnetic Plaza, Binshui Xi Dao, Nankai District, Tel: +86 22 2374 1122
Tianjin@euccc.com.cn
中国欧盟商会天津分会
南开区宾水西道奥城商业广场17座15A17室

German Business Circle Tianjin Deutscher Unternehmertreff

Tianjin, DUT
Office 803, Huake Center, 3 Kaihua Dao, Huayuan Industrial Area
Tel: +86 22 8371 7855
Fax: +86 22 8371 7859
天津德国人联谊会
天津市华苑产业区升华道3号华科创业中心803室

German Chamber of Commerce, Tianjin Office

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, Greater Tianjin Branch

Room 2918, 29F The Exchange Tower 2, 189 Nanjing Lu, Heping District
Tel: +86 22 2318 5075
www.amchamchina.org
美国商会天津分会
和平区南京路189号津汇广场B座2918室

Tianjin Japanese Association

Rm 607, International Building
75 Nanjing Lu, Heping District
Tel: +86 22 2313 2522
www.tjja.net
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 Fenglin Hotel
6 BinShui Xi Dao, Nankai District
Tel: +86 22 2395 7991
天津韩国商会
天津市南开区宾水西道6号
枫林宾馆1楼

Tianjin Korean Society

1F Fenglin Hotel
6 Binshui Xi Dao, Nankai District
Tel: +86 22 2395 6600
天津韩国人会
天津市南开区宾水西道6号
枫林宾馆1楼

Education



Goethe-Sprachenzentrum
Fremdsprachenuniversität Tianjin

German Language Centre, Tianjin Foreign Studies University

Bldg. 3, Tianjin Foreign Studies University, 117 Machang Dao, Hexi District
Tel: +86 22 2326 5642
Fax: +86 22 2326 5644
Email: kurse@goethe-slz.tj.cn
Website: www.goethe-slz.tj.cn
天津外国语学院歌德语言中心
河东区马场道117号天津外国语学院
马场道校区3号楼

International School of Tianjin

Weishan Lu, Shuanggang, Jinnan District
Tel: +86 22 2859 2001
Fax: +86 22 2859 2007
www.isttianjin.org
天津经济开发区国际学校天津分校
津南开发区双港微山路

Teda International School

72 3rd Avenue, TEDA
Tel: +86 22 6622 6158
Fax: +86 22 6200 1818
www.tedainternationalschool.net
泰达国际学校
开发区第三大街72号

Tianjin International School

1 Meiyuan Lu, Huayuan Industrial Area, Nankai District
Tel: +86 22 8371 0900
Fax: +86 22 8371 0400
www.tiseagles.com
天津国际学校
南开区华苑产业区梅苑路1号

Tianjin Rego International School

38 Huandao Dong Lu, Meijiangnan Residential Zone
Tel: +86 22 8816 1180
Fax: +86 22 8816 1190
www.regoschool.org
天津瑞金国际学校
河西区梅江南居住区环岛东路38号

Tianjin TEDA Maple Leaf International School

71, 3rd Avenue, TEDA
Tel: +86 22 6622 6888
Fax: +86 22 6622 6288
www.mapleleaf.net.cn
天津泰达枫叶国际学校
天津市经济技术开发区第三大街71号

Serviced Office



The Executive
Centre

29F, The Exchange Tower 2,
189 Nanjing Lu, Heping District
Tel: +86 22 2318 5000
Fax: +86 22 2318 5001
天津德事商务中心
和平区南京路189号津汇广场2座
29层

Office Facilities

Tianjin Samyong O.A.
Selling, maintaining and leasing digital duplicator, laser printer, laser facsimile apparatus, E-Board, projector, scanner, etc.

天津市三龙电子技术有限公司
purchasing and leasing office facilities inquiry office
사무기기 구매 및 임대 문의
Tel: +86 22 8379 0237

Gyms

Haosha Fitness & Beauty Center
4F, Xin An Plaza, Nankai District
Tel: +86 22 8734 0399
浩沙健与美俱乐部
南开区新安广场4楼

Holiday Inn Binhai Hotel Fitness Center

15F, Holiday Inn Binhai Tianjin
86, 1st Avenue, TEDA
Tel: +86 22 6628 3388 ext. 2960
Hrs: 06:00 - 22:00
天津滨海假日酒店健身中心
天津滨海假日酒店15层

GLO Fitness & Health Club

6F, Hotel Nikko Tianjin
189 Nanjing Lu, Heping District
Tel: +86 22 8319 8888 ext. 3290
焕 - 健康中心
和平区南京路189号天津日航酒店
6层

Powerhouse GYM

1F Jinhuang Building
20 Nanjin Lu, Hexi District
Tel: +86 22 2302 2008
Hrs: 07:00 - 22:00 (Mon - Fri)
Hrs: 09:00 - 22:00 (Sat)
Hrs: 10:00 - 22:00 (Sun)
宝力豪健身俱乐部
河西区南京路20号金皇大厦1层

Tianjin Olympic Center Stadium,
Entrance of Area C,
90 Weijin Nan Lu, Nankai District
Tel: +86 22 2338 2008
奥体中心店: 南开区卫津南路90号
奥林匹克场馆 C区入口

Sheraton Hotel Fitness Center

ZijinShan Lu, Hexi District
Tel: +86 22 2334 3388 ext. 2228
Hrs: 06:00 - 24:00

喜来登健身美容中心
河西区紫金山路喜来登饭店内

Outdoor Clubs

Able Outdoor
1F, A4, Magnetic Plaza,
Binshuixi Dao, Nankai District
Tel: +86 22 2385 5007
天津全能户外俱乐部
南开区宾水西道时代奥城商业广场A4一楼

Tianjin Freetrek Outdoor Sports Club
1038 Jintang Lu, Tanggu District
Tel: +86 22 2582 9366
www.freetrek.net
天津自由行户外俱乐部
塘沽区津塘公路1038号

Tennis Courts

Tianjin People's Stadium Tennis Court
Junction of Guizhou Lu and Chengdu Dao, Heping District
人民体育馆网球场
和平区贵州路与成都道交口

Tianjin Tennis Center
9 Fukang Lu, Nankai District
(Opposite Nankai University)
Tel: +86 22 2359 1964
天津市网球中心
南开区复康路9号

Yoga

Hotel Nikko Tianjin Yoga
6F, Hotel Nikko Tianjin,
189 Nanjing Lu, Heping District
Tel: +86 22 8319 8888 Ext.3290
Hrs: 06:00-23:00
天津日航酒店瑜伽
和平区南京路189号天津日航酒店
6层

Yunshui Yoga Club
2nd Floor, Flat 8, Yang Guang Apartment, Shuishang Dong Lu, Nankai District
云水瑜伽会馆
南开区水上东路阳光公寓8幢2楼

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
天津市大港区官港森林公园绿化基地处

Fortune Lake Golf Club
Tuanbo Town, Jinghai County
Tel: +86 22 6850 5299
天津松江团泊湖高尔夫球会
静海县团泊镇

Lifestyle Listings

Regal Rivera Golf Club

1 Zhujiang Nan Lum Jingjin New City, Baodi District
Tel: +86 22 2966 9266
帝景高尔夫俱乐部
宝坻区京津新城珠江南路1号

Tianjin International Hot Spring Golf Club

South of GuanZhuang Village, Huaming Town, Dongli district
Tel: +86 22 2489 0391
天津国际温泉高尔夫俱乐部
东丽区华明镇贵庄村南

Tianjin Warner International Golf Club

1 Nanhai Lu, TEDA
Tel: +86 22 2532 6009
天津华纳高尔夫俱乐部
经济技术开发区南海路1号

Yangliuqing Golf Club

Yijing Lu, Yangliuqing, 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

Museums

Folklore Museum

80 Ancient Culture Street, Nankai District
Tel: +86 22 2727 5062
Hrs: 09:00-17:30
民俗博物馆
南开区古文化街80号

Natural History Museum

206 Machang Dao, Hexi District
Tel: +86 22 2335 8031
Hrs: 09:00-16:30
自然博物馆
河西区马场道206号

Tianjin Science & Technology Museum

94 Longchang Lu, Hexi District
Tel: +86 22 2832 0315
Hrs: 09:00-16:30 (closed on Monday)
天津科技馆
河西区隆昌路94号

Tianjin Museum

31 Youyi Lu, Hexi District
Tel: +86 22 5879 3000
(closed Monday)
天津博物馆
河西区友谊路31号

Yangliuqing Museum

47 Guyi Jie, Yang liu qing, Xiqing District
Tel: +86 22 2739 1617
Hrs: 09:00-16:30
杨柳青博物馆
西青区杨柳青估衣街47号

Tianjin Urban Planning Museum

The junction of Bo'ai Dao & Bei'an Dao, Hebei District
Tel: +86 22 2445 6501
Hours: 09:00-16:30 (closed on Monday)

天津市规划展览馆
河北区博爱道和北安道交口

Exhibition Centers

Tianjin International Exhibition Center

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

Tianjin Binhai International Convention & Exhibition Center

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

Theatres & Cinemas

Jinyi International Cinema

3F, Area B, 8 Magnetic Capital, Binshui Dao, Nankai District
Tel: +86 22 2385 5062
Every Tuesday Half Price
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南开区宾水道奥城商业广场
8号B区3楼

Tianjin Grand Theatre

Crossing of Youyi Lu & Binshui Dao, Hexi District
Tel: +86 22 2777 8571
天津大剧院
河西区友谊路与宾水道交口

Wanda Warner International Cinema

2F, E Block, Wanda Business Square, 168 Heping Lu, Heping District
Tel: +86 22 2722 6619
Every Wednesday Half Price
万达华纳国际影城
和平区和平路168号万达商业广场
E座2层

Supermarkets

Carrefour

Long Cheng Store
138 Dong Ma Lu, Nankai District
Tel: +86 22 2726 9696

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龙城店：南开区东马路138号
He Dong Store
160 Zhang Gui Zhuang Lu, Hedong District
Tel: +86 22 2412 2020
河东店：河东区张贵庄路160号
Hai Guang Si Store
302 Nanjing Lu, Nankai District
Tel: +86 22 2721 0850
海光寺店：南开区南京路302号

Crystal Palace Supermarket

28 Youyi Lu, Hexi District
Tel: +86 22 2835 6888
水晶宫超市
河西区友谊路28号

E-Mart Supercenter

Magnetic City Store

Binshui Xi Dao, Nankai District

Tel: +86 22 5869 1234

易买得超市 时代奥城店

宾水西道与凌宾路交口

1168 Jintang Lu, Tanggu District

Tel: +86 22 5982 1234

Hrs: 08:00 - 22:00

塘沽区津塘公路1168号

秀谷商业广场内

Heping Supermarket

1F Longbin Yuan, 5 Shui Shang Gong Yuan Xi Lu, Nankai District
Tel: +86 22 2394 7926

和平超市

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5号楼底商

Hisense Supermarket

-1F, Hisense Plaza,
188 Jiefang Bei Lu, Heping District
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海信超市

解放北路188号海信广场一层

Hong Kong Supermarket

-1F, International Building,
75 Nanjing Lu, Heping District
香港超市

和平区南京路75号国际大厦负1层

Isetan Supermarket

-1F, Isetan Department Store,
108 Nanjing Lu, Heping District
Tel: +86 22 2722 1111

Hrs: 09:00-21:00

伊势丹超市

和平区南京路108号伊势丹负一层

METRO Supermarket

Hongqi Bei Lu, 75 Xiqing Lu,
Hongqiao District
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Hrs: 06:00 - 22:00

麦德隆超市

红桥区西青道75号红旗北路

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Wal-Mart

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沃尔玛超市

河东区华昌大街和新开路交口

66 Fu An Da Jie, Heping District

Tel: +86 22 8558 6766

和平区福安大街66号

Department Stores

International Department Store

211 Nanjing Lu, Heping District

Tel: +86 22 2781 3339

国际商场

和平区南京路211号

Isetan

108 Nanjing Lu, Heping District

Tel: +86 22 2722 1111

Hrs: 10:00 - 21:00

天津伊势丹有限公司

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Maison Mode

No. 211 Nanjing Lu, Heping District

Tel: +86 22 2781 0123

Hrs: 10:00-21:30

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和平区南京路211号

Parkson

162 Heping Lu, Heping District

Tel: +86 22 8558 6688

百盛

和平区和平路162号

Robbinz

128 Nanjing Lu, Heping District

Tel: +86 22 2701 1266

Hrs: 10:00-22:00

乐宾百货

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The Exchange

189 Nanjing Lu, Heping District

Tel: +86 22 8319 1818

Hrs: 08:30 - 21:00

津汇广场

和平区南京路189号

Tianjin Friendship Department Store

21 Youyi Lu, Hexi District

Tel: +86 22 2813 5588

天津友谊商厦

河西区友谊路21号



Triumphal Arch Department Store

66 Nanjing Lu, Hexi District
Tel: +86 22 2313 3228
凯旋门百货
河西区南京路66号

Xin'an Shopping Mall

138 Dongma Lu, Nankai District
Tel: +86 22 2701 1266
新安购物广场
南开区东马路138号

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E-mail: info@thestarstravel.com

Tianjin Comfort Travel Co., Ltd

7F, United Building A, 51 Youyi Lu, Hexi District
Tel: +86 22 2837 1875
天津康辉旅行社有限责任公司
河西区友谊北路51号合众大厦A座7层

Tianjin CITIC International Travel Co., Ltd

2 Zhengzhou Dao, Heping District
Tel: +86 22 2316 1795
天津中信国际旅行社有限公司
和平区郑州道2号

Tianjin China International Travel Service

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

Car Dealers

Tianjin Tianbao Auto Sales & Service Co., Ltd

70 Huanhe bei Lu, Tianjin Airport Industrial Park
Tel: +86 22 8827 7777
天津天宝汽车销售服务有限公司
空港物流区环湖北路70号

Tianjin Star

28 Huanhe bei Lu, Tianjin Airport Industrial Park
Tel: +86 22 8490 9090
天津之星
空港物流区环湖北路28号

Porsche Center Tianjin

59 Autopark Middle Road, Airport Industrial Park
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120 Jiefangbei Lu, Heping District
Tel: +86 22 2330 0801
中国农业银行天津市分行
和平区解放北路120号

Bank of East Asia (BEA)

47, Bldg G, Luoma Garden Youyi North Road, Hexi District
Tel: (+86) 22 2332 1662
Fax: (+86) 22 2332 3165
东亚银行有限公司
河西区友谊北路罗马花园47号G楼

Bank of China, Tianjin Branch

80 Jiefangbei Lu, Heping District
Tel: +86 22 2710 2001
中国银行天津分行
和平区解放北路80号

BNP

11F, 189 Nanjing Lu, The Exchange, Heping District
Tel: (+86) 22 2318 7000
法国巴黎银行
和平区南京路189号津汇广场11层

China Bohai Bank

201-205 Machang Dao, Hexi District
Tel: +86 22 5831 6666
渤海银行
天津市河西区马场道201-205号
Magnetic Branch
Building 1, Magnetic Area, Binshui Xi Dao, Nankai District
Tel: +86 22 5839 1358

渤海银行奥城支行
宾水西道奥城商业广场1号楼

China Construction Bank, Tianjin Branch

19-1 Nanjing Lu, Hexi District
Tel: +86 22 2340 1616
中国建设银行天津分行
河西区南京路19号增1号

Citibank

18F, The Exchange, 189 Nanjing Lu, Heping District
Tel: +86 22 8319 1988 ext. 73812
花旗银行
和平区南京路189号津汇广场18层

HSBC, Tianjin Branch

1 Ocean Shipping Plaza, 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

Standard Chartered

20F, The Exchange, 189 Nanjing Lu, Heping District
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THE ICE AGES: WHAT IMPRESSION HAVE THEY LEFT ON EARTH?

How do ice ages originate?

Science gives a variety of explanations for the significant decrease in temperature that would be required to trigger an ice age. There could possibly have been cooling as a result of huge meteorite strikes that sent clouds of dust into the atmosphere so that the Sun's rays could not reach Earth's surface. Fluctuations in the Sun's activity could also have led to the change between colder and warmer periods. Another theory suggests that continental drift might have influenced the ocean currents and thus had an effect on the climate. A shift of the angle of inclination of Earth relative to the Sun or an altered orbit of Earth around the Sun have also both been debated as other possible causes.

How do glaciers originate and move?

For glaciers to form there must first be considerable precipitation at low temperatures. If this occurs over long periods of time, enormous amounts of snow and ice pile up and they exert pressure on Earth's surface. Just like under skis or sled runners, the pressure leads to a film of water forming, on which the glaciers can "flow". The speed of flow depends on the mass of the ice and consequently on the precipitation that feeds the glacier. The greatest surge ever measured was that of the Kutiah glacier in the Himalayas, which in 1953 moved about 12km in just three months.

Could there ever be another ice age?

Yes, there could. Furthermore, it is not clear whether the ice epoch is currently at an end or

whether we are in fact living in an intervening period, what is known as "interglacial". Such warm periods as ours occurred again and again between the cold spells in the past. Even though at the moment all the talk is of man-made global warming, much of what we know points to the fact that we are still in the ice epoch. From 7,500 until 5,000 years ago, it was markedly warmer than it is today. Subsequently, it has become ever cooler on the long-term average, although always with fluctuations. In antiquity, for instance, Hannibal could only cross the Alps because they were largely ice-free. In the 17th century during the so-called "little ice age", average temperatures were well over 1°C colder than they are today.

How far did the ice masses spread?

During the biggest spread in the Pleistocene, around 32% of the land surface worldwide was covered with ice. Today it is still 10% covered, concentrated in the polar regions and in the high mountains. The ice was able to spread more in the northern hemisphere than in the southern hemisphere. Broad stretches of North America, northern Europe, reaching as far as England, the Netherlands, Germany and Poland, as well as northern Asia and the areas around the high mountains (the Himalayas, Rocky Mountains, and Alps) were buried under glaciers that were miles thick in parts. In the southern hemisphere, it was mainly the Antarctic ice sheet that spread, along with glaciers in the Andes and Patagonia in South America as well as glaciers in New Zealand and Australia.

Some researchers believe that in the long term, temperatures will drop again, and that in 80,000 years' time the Earth could become extensively glaciated once more.

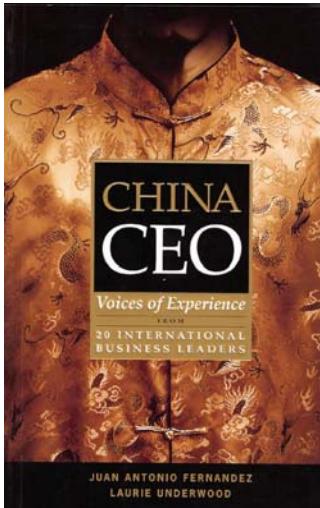
What are glacial valleys?

Ice age glacial valleys form the basis of river networks in northern central Europe. They formed at the edge of glaciers as the meltwaters emerged there, collected, and were finally diverted away. Today, the German rivers Elbe and Spree, for example, flow in glacial valleys. No glacial valleys formed in North America and Asia, as here the north-south incline meant the existence of river valleys (such as the Mississippi and the Volga), which already did the job of carrying away the water.

What is the difference between glacial ice and normal ice?

The difference lies in the air content. Ice cubes in the freezer compartment form simply by freezing, so that a lot of air is also trapped with the water. Glacial ice, on the other hand, forms from snow that is pressed down over long periods, and thaws and re-freezes again and again. If this process is repeated often enough and more and more snow is added, then firn (containing 50% air) will form. This form of ice gradually increases in density and in the course of thousands of years firn becomes the typically blue or greenish glistening glacial ice that has just 2% air content. ■





Language: English
Format: Paperback: 250 pages
Price: **300 RMB** (including delivery)

CHINA CEO: Voices of experience from 20 International Business Leaders

By Juan Antonio Fernandez & Laurie Ann Underwood

About the Author:

Juan Antonio Fernandez is a Professor at China Europe International Business School (CEIBS) in Shanghai. He is frequently invited to give presentations to leading multinationals on how to manage business enterprises in China.

Laurie Ann Underwood has worked as a journalist and business editor in greater China since 1989. Her articles covering business, politics, entertainment and social issues have appeared in Asiaweek and Business China. She is now Director of Communications and Publications for Am-Cham Shanghai.

About the book:

China is a "must win" market for nearly any business with international ambitions. But executives taking up management positions in China often find themselves in a profoundly confusing and chaotic business environment marked by fast change, contradictions and extreme competition.

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In *China CEO*, each chapter gives specific advice on how to manage Chinese employees, work with Chinese business partners, communicate with headquarters, face competitors, battle intellectual property rights infringers, win-over Chinese consumers, negotiate with the Chinese government, and adapt yourself (and your family) to life in China.

If you want to purchase this book, please send an email to BOOKS@INTERMEDIACHINA.COM, we will deliver the book to your door.

QUOTATIONS OF THE MONTH

Always bear in mind that your own resolution to succeed is more important than any one thing. — Abraham Lincoln

The man of virtue makes the difficulty to be overcome his first business, and success only a subsequent consideration. — Confucius

Equal opportunity means everyone will have a fair chance at being incompetent. — Laurence J. Peter

A positive attitude may not solve all your problems, but it will annoy enough people to make it worth the effort. — Herm Albright



Vietnamese Sushi

Fusions and delight at the Radisson Plaza Hotel Tianjin

After living in China for the past 13 years, the Radisson's French chef Yvan Collet is creating a new menu of French-Asian fusion cuisine.

Allow yourself this treat. Visit the elegant, cozy environment of the All-Day Dining Restaurant at the Radisson, the perfect set to enjoy an exotic meal and exquisite wines. Chef Collet will welcome you with the promise of wonders never before tasted.

Today's feature is one of Chef Collet's creations, Vietnamese Sushi. Never heard of it? Neither have we, but it's guaranteed to be a deliciously well-spent time.

The dish offers a combination of Vietnamese spring rolls and Japanese sushi. Easy to prepare, it is the ideal solution for a romantic dinner or the sensation at a cocktail party.

Ingredients

- Avocado, 200gr • Cucumber, 150gr • Green peas, 30gr • Iceberg lettuce, 40gr • Marinated artichokes, 200gr • Mayonnaise, 70gr
- Raw salmon, 250gr • Red onion, 50gr • Rice paper sheet, 10 pieces • Saffron rice, 350gr • Sesame, 20gr • Wasabi, 20gr

Preparation

- Cook rice with saffron for an additional aroma.
 - Prepare the vegetables mixture with iceberg lettuce, avocado, red onion, green peas, cucumber, marinated artichokes, mayonnaise, sesame and wasabi.
 - Soak the rice paper in water for a few minutes.
 - Fold one flap on top.
 - Put 5 slices of raw salmon on the rice paper.
 - Cover it with lettuce and the rice.
 - Above the rice put watercress to add freshness to the roll.
 - Lay the mixture of vegetables on top.
 - Season with salt and black pepper.
 - Make a bottom flap, carefully roll it and voilà, ready to serve Vietnamese Sushi!
- Time of preparation:** 15 to 20 minutes **Drinks:** Vodka, white wine and sake.
Chef's Tips: 1) Use 2 rice papers. 2) Don't use a bamboo placemat.
 3) All the ingredients can be found at Isetan's supermarket.



Fusion food at the Radisson – Where nouvelle cuisine's sophistication meets the secrets of Oriental delicacies

Weekend getaways with TICC

Tianjin International Community Center (TICC) once again organized a wonderful event for Tianjin's expatriates: a trip to the Yangyuan Section of the Great Wall.

Business Tianjin's editor joined the group of 41 that gladly went on the excursion. For most of them it was the first time experiencing the full scale of the Chinese grandiosity. Intimidating at first, Miguel Gonçalves described it as "incredible hard work to reach to the top, but every step we took was actually a step closer to the significance of the amazing Chinese accomplishments and sense of struggle. Combined with the breathtaking landscapes and the familiarity amongst the group, I can honestly say it was a perfect day. The least of words to describe it is rewarding."

Organizer Anne Zakarian was particularly satisfied with the success of the trip, already planning a few other events of the kind.

Meeting new people with TICC and delighting in some of China's most beautiful sceneries is the ideal recipe for a good time!



Upcoming events

21 August – TICC Family BBQ

Website: tianjin.weebly.com



ANCIENT CULTURAL STREET — A TASTE OF OLD TIANJIN

By Regina Gonçalves

Situated in the heart of Nankai District, the Ancient Cultural Street is one of Tianjin's most fascinating beauties.

For every foreigner that comes to Tianjin, one of the first thoughts that pop through our minds is "Where is that China I pictured?" Tianjin is one of the country's most important developing business and commercial centers. Naturally, the architectural features of the city are, at first sight, modern and sometimes overwhelming. For the curious eye, however, Tianjin is much more. An abundance of European-designed houses and state-of-the-art buildings accompany a few well-conserved traditional Chinese constructions. The Ancient Cultural Street is one of these places.

Located on the west bank of Haihe River, Tianjin's Ancient Cultural Street was formally opened in 1986, part of the urban renewal the city has been experiencing for the last decades. The 700m stretch offers visitors a sincere feeling of traditional China.

When you arrive at the south gate of the Cultural Street you will see a decorated archway with the words Jin Men Gu Li - Old Tianjin Neighborhood. The north gate states Gu Shang Yi Yuan - Art Gallery of Gushan. Presenting itself as an array of classic Chinese architecture from the Qing Dynasty, this shopping street offers more than mere souvenirs.





The main intention behind the construction of this exquisite area was to recreate the image and the ambience of an ancient Chinese city. The streets are filled with numerous stands and small shops dealing in some of China's best-preserved traditions and folk crafts – clay figures, calligraphy and painting, jade, porcelain, traditional Manchu clothing, paper-cutting, antiques and more. Built to please tourists' eyes, specialty stores can also be found here, such as the famous Clay Figure Zhang, Kites Wei and Yangliu Qing paintings.

Peking Opera performances are continuously broadcast through the streets, taking us to places we have only read about in books. Etchings in blue-gray

bricks and paintings in every window mimic those of classic Chinese literature, most notably from The Dreams of a Red Mansion.

The street is highlighted by Tianhou Palace, commonly known as the Queen of Heaven Temple, the heart of Cultural Street. Originally constructed in the 14th century, this Mazu Temple is one of only three in the world. It remains a superb piece of introspection, a tribute to the Goddess of the Sea. The temple is now the Folk Custom Museum of Tianjin, allowing visitors to admire true relics and folk arts from long ago. It is a display of harmonic coexistence between far eastern religion and art.

The Cultural Street is also home to one of the oldest buildings in Tianjin, the Yuhuang Cabinet, the only one dating from the Ming Dynasty. To enjoy a view of the entire street, visit the 2nd floor of the Cabinet.

Built in the early 1910's, the Tong Qing-li building is a marvel to cross-culture architecture enthusiasts.

Tianjin snack stands span the street just in front of Tianhou Temple. Goubuli, tea soup, Erduo Yan fried cakes and many other delicacies will surely be on the menu. As everything else in the street, food is prepared as a form of art. Just stop by the candy designer's stand for a snack shaped like your Chinese zodiac sign.

China is known for its joyful and crowded festivals. For those who are lucky to visit the country and the city during springtime, the 23rd day of the third lunar month is a rather special occasion. The Huanghui Fair promises typical Chinese performances and decorations: lion dances, stilt walking, land boats, dragon lanterns and fireworks.

Whether admiring the roof tiles or the Mazu Temple, shopping for Chinese relics or just some of the city's most famed snacks, a wonderful time is guaranteed. Re-creating a China from long ago, the Ancient Cultural Street is a taste of old Tianjin. ■



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