

Ticker

German Chamber

01 | 2016

February – March

Business Journal of the German Chamber of Commerce in China

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SHARING ECONOMY

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Sharing Economy – China's Future?

It is both fascinating and at the same time a little worrying that the original social idea of sharing something with others has turned into such a huge money-making machine in today's society. International companies like Airbnb, Uber and others make money off the concept of enabling peer-to-peer transactions of transportation, homes, bikes, tools, and other privately owned goods and services without owning properties or goods themselves. The 'Sharing Economy,' an economic model in which individuals are able to rent properties owned by someone else, has already entered into many aspects of people's daily life.

The old principle of sharing assets that are of high value but underutilized reached a new dimension as many countries began to access the internet via mobile devices instead of via desktops. This is also the reason why especially in China such business models of sharing assets have made great progress and provide a huge playing field for local and international enterprises. Chinese consumers use smartphones at almost every opportunity, especially for shopping, public transport, ordering meals and making payments. Big tech players like Baidu, Alibaba or Tencent as well as small start-ups such as Tujia or ATzuche created platforms for individuals to share their assets and act as consumer-to-consumer facilitators or even as full-service intermediaries when it comes to delivering the borrowed property back to the owner in its original condition. And this market continues to grow: Nowadays the Chinese mobile taxi-calling application DidiDache has more than 100mn users in more than 300 cities. And the car sharing sector is projected to grow yearly by around 80% in China until 2018, according to a recent forecast by Roland Berger.

The advantages of collaborative consumption are obvious: Resources are limited, especially in such a large and growing economy as China. Developing and making use of sharing economy models is seen as an economic necessity in order to tackle problems of affordable housing, reducing traffic or even giving start-ups access to capital through peer-to-peer lending companies such as Yirendai. This trend allows enhancing quality and reduces prices of services. But it also creates new problems like precarious employment, new competitors or damage of existing business models, which leads to supervision or regulation through Chinese authorities. However, how these aspects will affect the sharing economy in general remains to be seen.

In this issue of German Chamber Ticker, we will take a closer look at how collaborative consumption influences China. Proven experts in their fields will analyze how a peer-to-peer lending and crowdfunding revolutionize the Chinese finance industry, why car sharing especially in China is so successful and what the essential requirements for sharing economy are. We hope that you enjoy reading!

Yours sincerely,

Alexandra Voss

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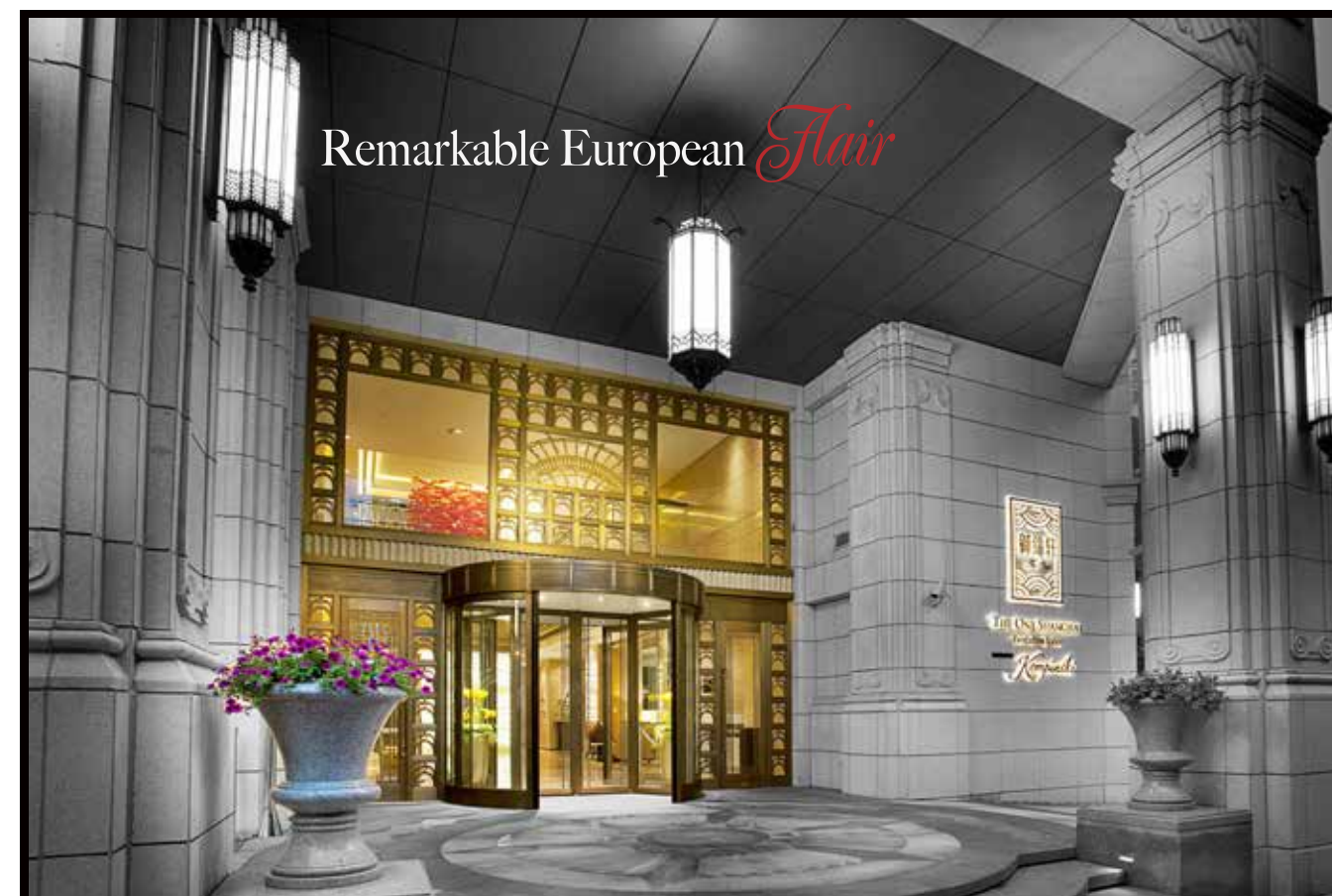
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Live Long and Prosper: Issues of Aging Population in East Asia Pacific



According to a World Bank Report, the East Asia Pacific region is aging faster than any region in the world. It is currently home to around a third of the world's population and is facing an increase in life expectancy and drop in birth rates triggering "the most dramatic demographic transition ever seen," according to a World Bank representative. China is one of the countries most affected by this, with an expected 10% drop of its working population by 2040. The report recommends later retirement as well as higher female employment as possible solutions.

CSR Becoming More Important to Shanghai Companies

A study by the Research Center for Corporate Responsibility at the Chinese Academy of Social Sciences found that one third of the Shanghai-listed companies they polled chose to publish their CSR activities in special reports or alongside their annual results. A decade ago fewer than ten companies released CSR reports. Today CSR has become an important part of a company's commitment to stakeholders and also the community in which they operate. While companies are realizing that CSR means more than just donations and philanthropic events, they are not making systematic records of their activities and are unsure of how best to demonstrate their commitment. It is thought that as more multinationals enter China and Chinese companies expand globally, companies will need to better convey their CSR efforts.

Fake Anti-Pollution Masks on the Rise

The sale of fake anti-pollution masks is increasing in China, despite officials trying to confiscate them. With poor manufacturing and low quality materials, counterfeit masks can do little to protect the health of their bearer and may even do harm or cause allergic reactions. The demand for pollution protection has



significantly increased in China as air pollution has worsened in recent years, especially in the north of the country. According to Taobao in 2013 RMB 870mn was spent on anti-smog products. In June China's Standardization Administration released a draft of standards for anti-pollution protection masks including details on materials, designs and the efficiency of the filtering.

Taobao Provides Employment Opportunities for Disabled People

According to the platform, more than 316,000 disabled people own Taobao shops, accounting for RMB 10.5bn in sales in 2014. An Ali research institute report found that 80% of shop owners with disabilities didn't have the chance to gain a college degree and a quarter of them had only completed elementary school. China has more than 80mn people with disabilities and Taobao offers disabled persons the opportunity to work successfully for themselves. The report noted that as the internet has helped disabled people to more easily engage with society and Alibaba will closely cooperate with the China Disabled Person's Federation to enhance success and independence for people with disabilities. They will invest RMB 300mn in the coming five years in order to provide jobs and training for people with disabilities.

Simplification of Driver Training

The previous regulations forced driver license candidates to go through a driving school resulting in the school often feeling the incentive to collude with test centers and agree to under-the-table deals. The reform of the driver license system will



end the monopoly of driving schools and allow candidates to practice with their own vehicle under the supervision of an instructor. Moreover, schools can be held accountable for serious accidents caused by their former clients within three years of receiving their license if negligence of the school can be proved.

Effects of Pollution: Migration and Sales

There are no reliable numbers of exactly how many people leave first tier cities due to environmental concerns. However, according to a new survey by Xiaokang magazine 93.2% of respondents felt threatened by air pollution and 64% of China's rich have or plan to emigrate, pollution being their second most important reason for emigration. Inversely, also rural areas are hit by environmental degradation, which incites the population there to emigrate. The online travel platform Ctrip registered a 20% increase of "Skip the Smog" deals in the Beijing area, but curiously Taobao also noted that sales for products such as condoms and sportswear increased during smog alerts.

Mini-van Sales Expected to Rise Due to End of One Child Policy



Following the end of the One Child Policy, car manufacturers expect an increase in mini-van sales. Although at present they just constitute around 10% of total sales in passenger vehicles in China, sales already grew by 7.8% during the ten first months of 2015, whereas the general automobile market only grew by 1.5%. Until recently, mini-vans mostly catered to small businesses or for luxury purposes. However, as grandparents are increasingly in charge of childcare, manufacturers hope that extended families with more children will find their optimal transport solution in mini-vans.

Generation Y is Moving Force in Online Shopping

CNBData found that those aged between 26 and 35, also called the post 1980's generation or generation Y are increasingly important to online commerce, but also

to Chinese economy as a whole. Together with the 1990's generation, they make up for around 81% of spending on Taobao. The report is the first piece of research carried out since Alibaba invested in China Business Data. The move was seen by many as the Alibaba group's attempt to create a Chinese rival for Bloomberg, providing financial news and data analysis. The head of CNBData said that the research into Taobao's extensive customer database could provide invaluable information to design-makers on online behavior and product preferences for each age group. They also found differences in the preferred shopping times with post-70s shopping around midday, most post-80s in the early morning or late afternoon and post-90s between 8-10pm.

Chinese Fitness Level Increasing

A survey carried out by the China Institute of Sport Science found that the national fitness standard has increased in the past five years. By adding the "National Fitness Program" to the 12th Five-Year Plan, the government raised sports exercise to a national level. Since public sports participation now counts in the performance assessment of local governments, the number of mass fitness events has been growing. However, respondents who regularly exercise stated the lack of venues as the second biggest challenge to maintain their routine. Liu Guoyong, director of the General Administration of Sport in China, said they were soon to provide more public fitness services and exercise facilities to improve China's general fitness level further.



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320%
223%
41%

- Global crowdfunding market grew by 167% in 2014, by 320% in Asia
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Chinese top sharing apps are Didi Kuaidi (81% market share), Yidao Yongche (16%) and Uber (12%)



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The Perfect Playground

A Look at the Different Approaches to the Digital Sharing Economy in China and the West

by SEBASTIAN MUELLER

Sharing economy

The 'sharing economy' is an economic model in which individuals are able to borrow or rent assets owned by someone else. The general principle of sharing under-used assets, especially those with high costs, has been around for centuries. Since the advent of successful and scalable internet companies, the potential is bigger than ever.

Technology companies, such as Airbnb and Uber, allow asset owners and asset users to connect more easily, while facilitating the transaction by being a trusted third party for both. This facilitating mechanism is critically important, as the system fundamentally requires trust to function. Marketplaces for everything sharable (given appropriate value and frequency of use) have been created in this sharing mania. This includes, but is by far not limited to homes, cars, bikes, time, money, WiFi, clothes, sports gear and more.

Such businesses, having first started in the US, have also made great progress in China. According to Nielsen, 94% of Chinese are willing to share, compared with 43% of the US population. While early entrants have faced public concerns,

in 2015 Didi Kuaidi (China's Uber) raised more than USD 3bn and Tujia (China's Airbnb) USD 300mn. The sharing economy is one of the hottest topics in China and many are betting on it, including established heavyweights Alibaba, Baidu, Softbank and Tencent. For every successful upstart, there are at least a thousand clones that tried and failed.

Sharing in China?

It seems strange that the sharing economy would be able to take such hold in a country of perceived opulence and an endless thirst for consumerism. While shared assets were not so much a choice but an obligation in its not-so-distant communist history, the generations growing up with it have made it a point to own. This desire for ownership includes all symbols of capitalism, such as land and vehicles. So why start sharing these precious possessions?

"The flip side of China's image of ostentatious opulence is a taste for thrift, which is deep and enduring – and exactly what the 'sharing economy' needs to thrive," writes the Financial Times, making a very important point. While we all observe the desire for status, wealth

and possessions, the other side is just as obvious – exemplified by the elderly queuing for hours to get a few cents discount, and even the wealthy bargaining for the best price at every turn.

China is indeed a perfect playground for sharing economy businesses, with demand deep-rooted in people's minds. One of the main obstacles, though, is trust. Mistrust in China is running deep, fueled by its history – but also recent and not-so-recent scandals. There is always a feeling of being doubtful of strangers, whereas personally connecting and establishing a good relationship is seen as a must for doing business. How, under such conditions, can property owners be persuaded to share their assets with strangers?

Filling the Trust Gap

To solve this problem, sharing economy players go beyond the role they play in western markets. While being mainly consumer-to-consumer transaction facilitators in other markets, Chinese sharing economy companies step in as full-service intermediaries to solve the trust gap.

Tujia, for example, both finds the short-term renters and delivers the apartments back to the owners in the expected condition. Therefore, Tujia creates more distance between the owner and the renter, which puts both parties more at ease and allows them to trust the service intermediary instead of the other person in the transaction.

ATZuche, a popular app for owners of high-end cars to provide their vehicles to renters, offers similar services. With its concierge option, it provides a hassle-free

experience that includes handing over the keys, taking care of insurance paperwork and ensuring the car's condition. The owner does not need to know or trust the renter, only the intermediary.

A Benefit for All Stakeholders

While by all forecasts the sharing economy will see enormous growth in China over the next years (up to 80% per year according to some estimations), not only companies and users profit. Many of the developments are actively encouraged, funded and supported by local government.

In recent years, due to its massive economic development and growing middle class, Chinese cities have suffered from pollution, overcrowding, traffic conditions and housing price inflation. Basically, too many people in too little space own too many things. Government bodies have tried to counter-act such problems with incentives like cash for recycling or free parking spaces for car sharers. However, the sharing economy is bringing a completely new scale to these resource utilization efforts, which consumers happily accept and support.

Despite being supportive, government agencies also remain watchful of the rising phenomenon as they try to assess long-term impact. Companies such as Uber and Didi Kuaidi have long remained in a legal grey area, while regularly meeting with local transport authorities to determine their fate and discuss appropriate regulation of such new concepts. As recent as October 2015, a license for this new category of transport companies was created, with Didi Kuaidi being the first to receive it.

The Chinese authorities seem to act faster

and more positively towards sharing economy businesses. While in Germany Uber's operations have been banned by multiple local courts, it still operates openly and successfully in China. Many of its busiest cities are in the People's Republic, with their global number one being USD 1bn earmarked for expansion in China to more than 100 cities.

An Economic Necessity

The sharing economy not only allows renters to lower their costs by paying for access instead of owning, but in major Chinese cities it has become the only way for the young generation to be able to live in the city in the first place.

With property prices sky-high and rising, many young Chinese cannot afford to live in major cities anymore, but rather in suburbs that are up to two hours away by public transportation. Sharing economy startup You+ turns unused buildings (such as former schools) into large co-living areas for people to share communally. This brings down the cost for a small living space from potentially well over USD 1,500 monthly to below USD 500, which enables more young people to live in central areas. The added benefit is a real feeling of community and shared purpose, where many of the residents work on startup ideas to improve their country and create the future.

The same is true of transportation. China is home to over 100mn licensed drivers who do not own or have access to a car, because car prices have been inflated and number plates are extremely hard to get (with waiting times of several months), in order to keep the traffic in control. Being able to share vehicles through the likes of ATZuche, or rides through Didi Kuaidi, improves individual

mobility without increasing the load on the traffic system significantly. It provides access to assets that have otherwise become inaccessible to many.

Access to Capital

Another important case is access to capital, especially for small businesses. Whereas western countries have well-established bank systems with accessible loans, such important financial instruments are much harder to attain in China. Banks are very restrictive when it comes to giving credit to small businesses and startups, which, in turn, go through their financial struggles looking for other sources of capital. Peer-to-peer lending companies, such as Yirendai, provide access to private loans when institutions are unwilling to help. At attractive conditions for both investors and lenders, free capital is shared through the ecosystem to everyone's benefit. The amount of loans facilitated through such platforms in China in 2015 has topped USD 150bn, which is quadruple the 2014 numbers.

Many sharing economy companies in China restore access to assets that are taken for granted in the western world but have become rare commodities in big Chinese cities. As such, they have the potential to become a major corner stone of the economic and societal development for the years to come – given proper oversight, regulation and continued investment into the sector.

Same, Same-But Different

On the surface, most Chinese sharing economy businesses look similar to their western counterparts, with many being copies of most aspects. Local differences become apparent when looking deeper into the details of how the service works, what importance it has and what the long-term potential is.

While many international companies in the sector are merely facilitators of a transaction and leave most communication and offline dealings to the users, Chinese services go way beyond and act as a much stronger trust broker between the two parties. They provide many of the necessary offline encounters and widen

the space between owners and renters, putting all parties at ease.

The resources they provide access to are increasingly rare in many cases. Hence, sharing is more of an economic necessity than a pure option. This importance is also emphasized by the supervision and support they receive from government agencies, who see them as potentially scalable solutions to some of China's biggest problems.

Finally, the potential of these companies is vast, with a home market of more than 1.3bn consumers and a reported willingness of 94% of the population to share. A preference for thrift is driving big demand for both sides in these services, making them highly active marketplaces.

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Smart Access

How the Sharing Economy is Evolving

by CLAS NEUMANN

Our economy in general is built on the principle of scarcity – only products and services that are scarce have an economic value and a price to be paid for them. In the past, nearly all business models operated on the principle of scarcity, identifying the optimal price for goods and finally selling the ownership of products that we intend to use.

Naturally, the "ownership" is also a burden for the buyer – it comes with a substantial financial commitment (e.g. for an car or an apartment) and/or an emotional attachment (e.g. a house inherited from the parents). Therefore, sharing models for cars or holiday homes were established decades ago. In Germany, most major cities had so-called "Car Sharing Clubs" already in the nineties and companies like "Hapimag" were selling "shares" of holiday homes, which were used by individuals or families on a sharing basis. Also, the "Genossenschaftsmodell" (cooperative model) in Germany was originally based on the idea that a number of farmers joining one group, buying and sharing equipment that would otherwise not have been affordable for the individual or would have been idle too much of the time.

As detailed above, the model of sharing the financial commitment and detaching oneself from any emotional baggage does not seem to be a new one. It has evolved over the past century slowly from an agricultural and industrial model to an end-consumer model. What has changed since the time we knew only time-share homes and car pools?

Some people argue that the "sharing economy" is not about "sharing" at all, as in its original sense, "sharing" also means emotional attachment, like a family that shares shelter & food. Therefore, "access economy" is suggested to describe the model much better, because this is what it really is about: Access

to assets/products for a certain period or usage without any emotional attachment to the actual owner or other users of the products. However, as "sharing economy" has become a defined and well-established term by now, we will keep using it as a synonym for "access economy."

Will the principle of sharing reach every aspect of the economy or even of our daily lives? Certainly not, because there are a few elements that are imperative for the model to work:

- **Underutilization:** A car that is only used twice per day for half an hour is certainly underutilized – so is an apartment that is only used during the summer months. However, it would be impractical to have somebody using your notebook or mobile phone for some time, as you need it every hour.
- **Value optimization through "sharing":** Only if the sum of the renting/leasing and transaction costs are worth more than the asset alone, does the model makes sense.
- **Customer experience:** Sharing economy works best where the customer's pain is high. Whoever has been frequently using a cab in the US knows how it feels to get mad about de-tours, having to yell at the driver to accept the credit card and finally arguing about the tip. The ride sharing service Uber resolved these pain points – and was an immediate success.
- **The social-ecological aspect** only concerns a few assets like cars or planes: Many people would like to avoid buying and owning high-emission vehicles or goods that have high emissions during production process.
- **Low transaction costs** enabled by technology advances: Big data and cloud technologies have helped to reduce the transactional costs of sharing/renting assets up to 99%. A company like Uber helps to connect millions of car owners and users with only a few hundred employees.

Advances in Technology

Technology plays a major role in the sudden rise of the sharing economy. Whether DiDi Taxi in China or Uber globally, whether the private lodging booking platforms Airbnb or Zizaike – all these newly established companies were only possible based on the technology advances that simply did not exist ten years ago.

First of all – cloud computing made it possible for sharing companies to grow very fast from a start-up size to a major player, as cloud capacity dynamically grows with the demand. There is no problem of large upfront-investments transforming into server farms or the like. This reduced both upfront capital needs and infrastructure bottlenecks in scaling operations.

From a customer point of view, cloud-based solutions offer easier and often more reliable access, less down time and a much better user experience. In addition, a global provider, who is better able to manage this professionally, handles the security issues.

Second – the mobility factor. In most countries today, users access the internet via mobile devices much more than through desktops. Smartphones and smart watches simplified the access to information tremendously and allowed the customer to quickly check the availability of specific services. Another big advantage is the transparency of cost and quality. Especially for the direct access to transportation of all kinds or any other travel arrangement on short notice, mobility is a fundamental need. All of a sudden, people could use these services wherever they were and whatever the time – without looking for phone numbers, websites or the like. All you need now is a smartphone and the right app.

The computing power of a smartphone today is multiple times bigger than that of a PC a decade ago. This allows not only for powerful apps that process information analysis or booking requests, but also to take part in a peer-to-peer network of users, sharing basically everything from a car to a washing machine.

Third – big data. Tens of millions of users with hundreds of millions of requests create an enormous volume of data, which would have been impossible to process in an acceptable time one or two decades ago. Only the latest big data technology like in-memory computing made it possible to create a comfortable user experience (e.g. in terms of response time) for the customers and encouraged them to use the new services. This allows for completely new scenarios of demand prediction or customizing offers for specific users. In less than a second a customized offer can be put together for a frequent customer, taking into account their previous preferences, their own reviews of earlier offers, their price sensitivity, their location, the weather conditions and many other things. What would have taken a call center assistant 10 to 15 minutes to find out on the phone is just there at their fingertips.

Finally – the Internet of Things (IoT). Although it is not yet widely utilized in the sharing economy, this will be the next big opportunity. Smart devices allow for easy tracking of shared assets, predictive maintenance scenarios and smart service offers. Electronic keys for apartments or self-driving (but shared) cars or shared robots that move alone from house to house could be the next steps.

Lessons Learned

The sharing economy is not just another buzzword but it is here to stay. The peer-to-peer rental market alone is estimated to be worth USD 26bn in just 2015. While everyone knows companies like Uber or Airbnb, other companies like peerby.com have extended the model to everyday household machines (like your electric drill or a blender) that could be shared among neighbors.

Nevertheless, the common misperception that everything can be shared and it just requires an idea and little capital to start a great business couldn't be further away from the truth. Many entrepreneurs are still figuring out what types of businesses do and don't run on this model, while others may have found the right model but lack the experience to develop it fast enough. And obviously it requires an excellent entrepreneur to steer the new venture through the rough waters in the beginning, getting the timing and major decisions right, while always aiming for the number one position in its field. Finally, these models require regulators that allow them to happen, as many of those markets have high entry barriers through (over-)regulation today.

Take China for example; where letting out your personal apartment to strangers is illegal and even to have "friends" staying at your home requires immediate police registration. Uber was also running into all sorts of regulatory issues in China and elsewhere in the world with their UberX service, where everyone could offer seats in their private car, whereas UberBlack – which is more of a classic limousine-service is widely accepted by authorities.

Without any doubt, the shared economy is an immediate result of the new possibilities that technology is offering us today. Without mobile computing, high-speed networks, cloud computing and the ability to process big data at unprecedented speeds, the shared economy would not have emerged. It would have remained where it was just about 10 to 15 years ago: Some carpooling opportunities and holiday homes on a time-share basis.

With the next wave of technology, we will certainly see more such models emerging, often in fields where we could not imagine it today – but where we will consider it as absolutely normal tomorrow. Many of those business models will be very disruptive in nature and companies need to be alert to be actively riding the next wave in order to not be carried away. China will emerge here not only as a fast follower, but in some areas most likely as a driver to future services, given its high penetration of mobile services, the tech-savviness of the people and the innovation on mobile financial services we already see today.

Clas Neumann is senior vice president at SAP, responsible for SAP's Global R&D Network (SAP Labs) and the Growth Markets investments. He has lived with his family in Shanghai for four years. SAP has more than 5,000 employees in China and has been offering its business software solutions across the country for more than 20 years. More than 3,000 engineers work on R&D for SAP global products and for China best practices. SAP Labs China has R&D Centers in Beijing, Shanghai, Xi'an and Chengdu.



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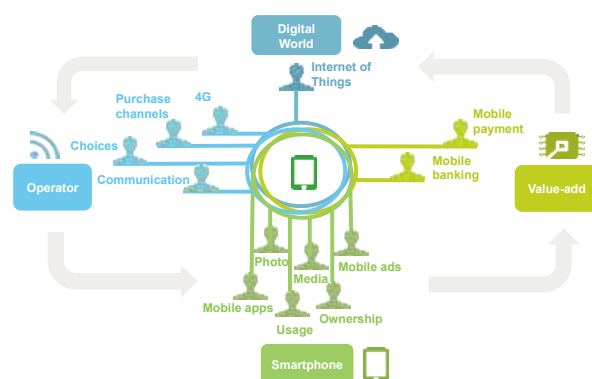
Internet of Things

What's Next in Connectivity?

by ROGER CHUNG

Smartphones are everywhere in China. 86% of Chinese consumers own a smartphone, the highest percentage globally. What's more, over half of Chinese adults check their smartphone between 11 and 50 times per day. Smartphones have shifted from useful tools to comprehensive information centers crucial to daily life. But could they soon be replaced?

Smartphones have taken over the role that the PC claimed a decade ago, that of a general-use data tool. However, five years from now, emerging Internet of Things (IoT) devices may in turn erode the smartphone's importance. Innovations in hardware and connectivity that increase speed and efficiency will always tempt consumers to get their hands on the latest, greatest tools of the never-ending digital revolution. So, despite the prevalence of smartphones, are IoT devices the next big thing?

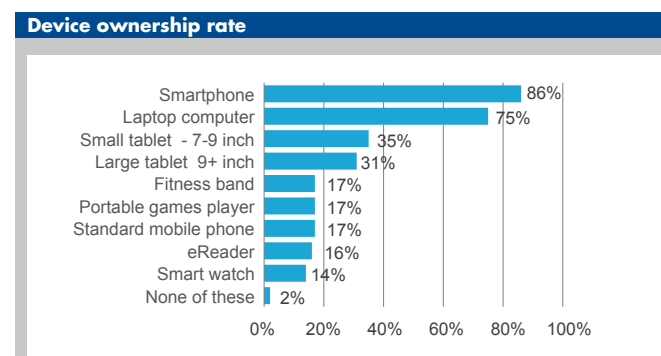
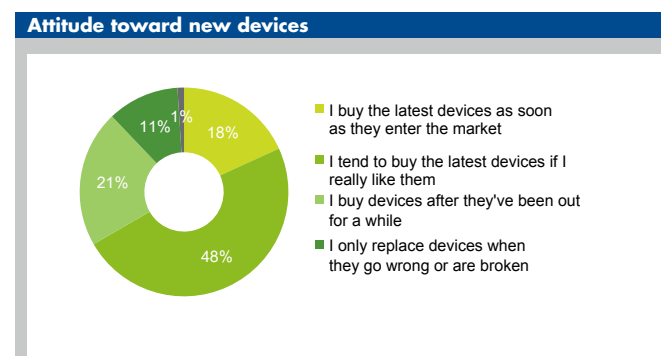


Smartphone Obsession

Among consumer electronic devices, smartphones are incredibly successful. Globally they outsell all tablets, PCs, televisions and video game consoles combined.

In China, that popularity borders on obsession: 30% of Chinese consumers own two smartphones, with the average number owned being 1.63. According to surveys, the majority of Chinese consumers buy the latest devices "as soon as they enter the market" or if "they really like them." This illustrates consumers' high interest in new devices and a lack of concern about price. Supporting these findings is the fact that the majority of smartphones in China were bought within the past three years, suggesting that smartphones are moving towards a fast moving consumer goods-like state. This growth is due to consumers' interest in owning the latest digital devices as well as a shortened purchase cycle.

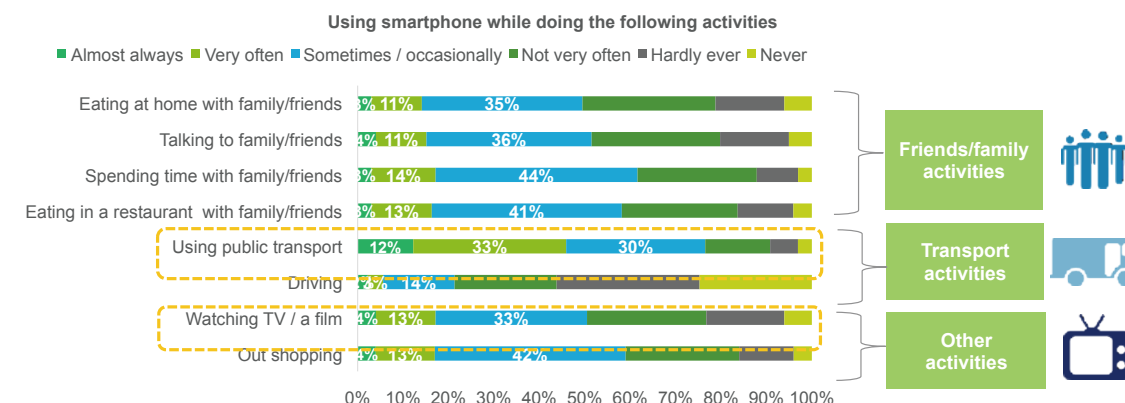
In China, smartphones have become a standard household item. For smartphone manufacturers this means that long-term success hinges on making continuous micro-innovations in features that cater to niche audiences while at the same time building up ample production capability to meet the demands of the public.



Despite its popularity, smartphones are disrupting everyday lives. Most Chinese consumers use their smartphone at every opportunity, especially when commuting via public transport. Smartphones also pervade highly interactive activities such as spending time with family and friends or eating in a restaurant. While this may not be good news for family and friends, it allows app developers to create innovative applications to cater to different customer needs under different circumstances.

4G Racing towards the Mainstream

High-speed cellular networks are essential to the smartphone's appeal. Higher speed enables diverse use of a smartphone and makes



applications more enjoyable. The greater the reach, reliability and speed, the more useful the smartphone becomes. It is therefore no surprise that the majority of Chinese consumers now subscribe to 4G, which has enjoyed a rapid rise since it was introduced in China less than two years ago. Over 80% of 4G subscribers noticed bumps in speed, but describe their 4G network experience as generally positive. In terms of demographic distribution, "early adopters" and "early considerers" have higher 4G subscription rates than "trend followers" and "necessity buyers," because these groups are less concerned with price than they are with speed.

4G is beginning to shift to the mainstream – moving from the "tech-savvy elite" to the "traditional" mass market. In the foreseeable future, competition is expected to heat up over the already saturated market of "early adopters" and "early considerers," while the "trend followers" and "necessity buyers" segments offer the greatest potential. Network operators are advised to carefully segment the market and provide differentiated value-added services to entice these groups to switch. At the same time, uninterrupted and fast mobile connectivity will continue to be a cornerstone for network operators.

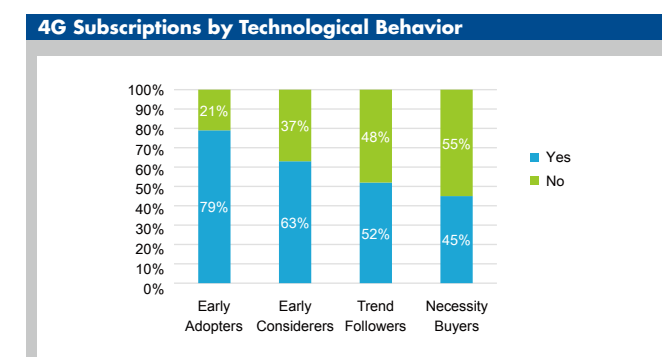
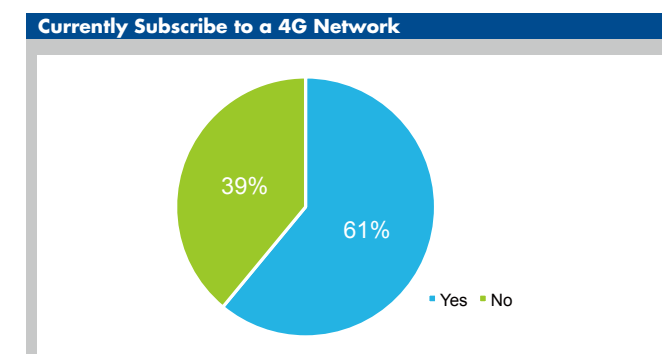


Photo Ops

Chinese consumers love taking photos and sharing them online. The majority of consumers take photos on a weekly basis and almost 90% share photos frequently. Providing a seamless user experience starting from photo taking to processing to sharing is crucial to commercial success. Business values created after the click are far more important since the camera itself is becoming increasingly commoditized. Monetization opportunities of the future lie in photo services such as photo processing apps and cloud storage.

Due to inevitable demand, phone camera manufacturers need to constantly upgrade their hardware by increasing megapixel count and improving shutter speed and low light photo quality in order to enhance consumer experience. It is crucial for app developers to create photo-enhancing features to allow users to adjust and share photos easily and for operators to bolster network quality and speed as consumers upload and share more and more photos. App developers and operators therefore need to provide proper infrastructure to support the increasing load as well as the right plans/packages for consumers. For cloud storage providers, providing ample storage space as well as sync and security features to keep the consumers protected are important.

The Rise of Mobile Payment

In China, the acceptance rate of using mobile payment is high, particularly for smaller sum payments. The usage of mobile payment skews towards the younger generation (age group 18-34). Converting these consumers into regular customers is critical for the long-term success of mobile payment companies. The five most common mobile payment venues are restaurants, taxis, shopping, hotels and fast food. The payment amounts at these venues tend to be relatively small, which is consistent with the consumer preference.

App-based solutions such as mobile payments have a significant lead over hardware-based solutions due to their ease of use. App-based mobile payment removes the burden of installing both hardware and software. Coupled with the fact that the phone doesn't require a special chip (e.g. NFC), it allows consumers to get into the habit of using mobile payment. Time is running out for hardware-based companies, since their solutions require a lengthy adoption cycle (users must change phones, install hardware, install software, etc.). The window of opportunity for hardware-based fixes will progressively close as more users switch to app-based solutions.

Security continues to be the biggest barrier to the adoption of mobile payment. For those who have not used a phone for in-store payments, overwhelmingly the most common reason given is security concerns. This concern has lingered ever since the introduction of mobile payment and it is unlikely to disappear any time soon. However, there are many reasons to be optimistic thanks to innovation in new security chip technology and continued consumer research.

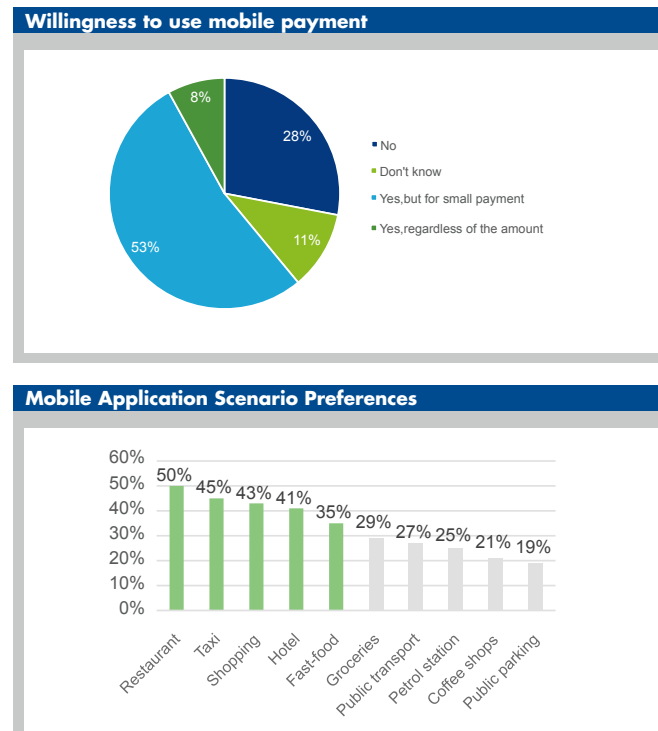
Regardless, high acceptance of mobile payment indicates that there's a sizable demand for this payment method. It will be up to industry leaders to come up with differentiated and secure application platforms that can help consumers to complete transactions easily and safely. Innovators will also need to expand rapidly to ensure wide coverage and provide enough incentives for consumers to get on board. Presumably, one of the primary reasons that mobile payment had not taken off previously was the lack of well-constructed application scenarios to encourage consumers to use them consistently.

Mobile payment is likely to reach a turning point with the proliferation of smartphones and the diversification of application scenarios, as well as increased recognition among consumers of its overall convenience and security. Researching secure app scenarios that can readily fit into the consumers' daily lives will increase the payment method's staying power. Eventually, forming a complete mobile payment cycle that includes a portal (e.g. app), scenario (e.g. offline store), as well as payment (online or offline) will be the key to growth of mobile payments.

What's Next: Consumer IoT Devices?

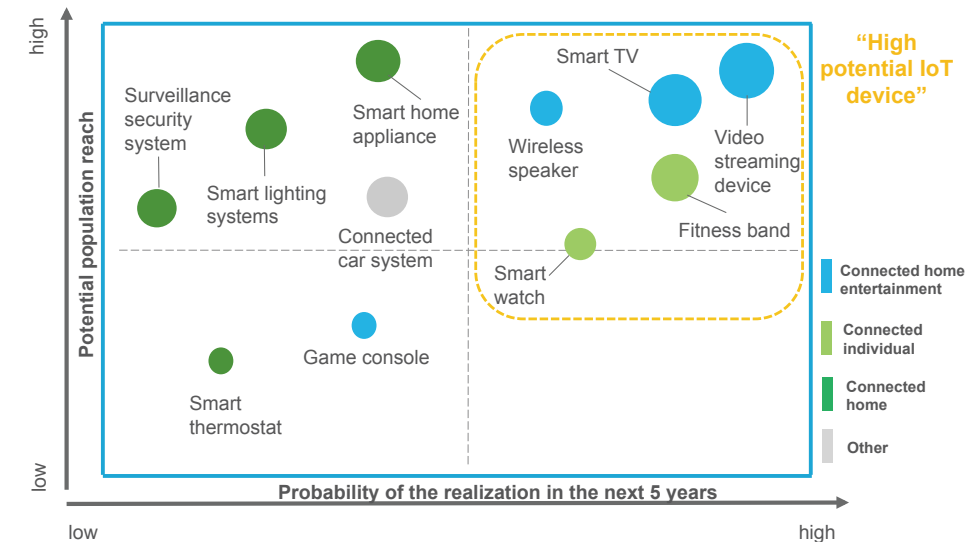
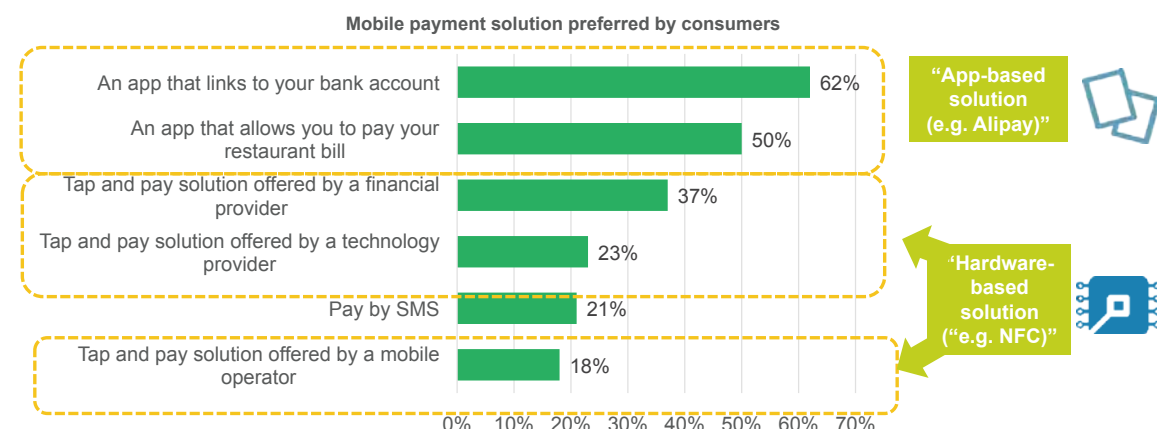
In recent years, IoT devices have gained momentum. Significant progress has been made in fundamental enablers including connectivity, user interfaces and addressing conventions. Despite this progress, consumer IoT is still in its infancy stage in China in terms of market penetration and frequency of use. Consumer IoT devices have a relatively low penetration rate of less than 20%. For example, ownership of wearable devices such as smart watches and fitness bands are only at 14% and 17%, respectively. Meanwhile, only 10% of consumers who purchase wearables use them on a daily basis. The low frequency of usage suggests that people do not fully utilize their wearables. Despite an increase in IoT wearable devices of late, barriers towards mass adoption still include short battery life, impracticality and high price. Once the "wow factor" disappears, the conversion rate declines significantly.

When it comes to privacy, the majority (90%) of consumers are open to sharing their IoT information, provided they can choose what to



share. Enormous amounts of data are generated daily via IoT devices, which manufacturers can use to track consumer behavior in order to design better products. These products will lead to higher revenue, improved efficiency and lower cost to manufacturers. Thus, building trust between customers and innovators is critical in order to both implement new technology and protect user privacy.

In the next 12 months, smart watches and fitness bands will rank higher than small tablets, e-readers and portable game players on consumers' lists of most-likely-to-buy items. This indicates that smart wearable devices may catch on in the future as consumers seek technology that can improve their work efficiency and health. As we have observed, IoT has yet to become the next big thing in connectivity. The current state of consumer IoT suggests that there is still a long way (about five years) to go before it becomes mainstream. Smartphones – as the most successful digital devices ever – will continue to dominate the market in the near future. However, as technology progresses, features that are currently incorporated in smartphones will be carried over on to IoT devices. As



IoT devices advance in features and versatility, we will begin to see their acceptance rate go up and innovative business models emerge. Hence, IoT devices will eventually replace smartphones, though not in the near future. To speed up that transition, IoT device manufacturers should place emphasis on continuous product research and development to stay ahead of the curve. Furthermore, it will be crucial to identify niche segments in order to create barriers against competitors in the marketplace. Finally, as the IoT device acceptance rate is linked to changes in consumer behavior, having a product that requires minimal change in consumer behavior will stand out in the competition.

Mr. Roger Chung is the manager of Deloitte's TMT Center of Excellence in China. He has over 7 years of venture capital investment and capital markets experience in the TMT sector. Roger is well-versed in advising companies on strategy, market, product, and financing. His areas of expertise include new media, telecom, cloud computing, big data, Internet, software and gaming. He can be reached at: rochung@deloitte.com.cn Readers can also reach out to Mr. Mike Braun, Partner at Deloitte and lead contact for AHK members: mibraun@deloitte.com.cn



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Peer-to-Peer Lending on the Rise in China

Developing Regulations and Infrastructure

by TAKESHI JINGU

Internet finance has recently begun to have presence in China's financial market and has already had a substantial impact on China's financial landscape. Yu'eobao, for example, is a money market fund with an internet payment function. It claims deposits with market interest rates and in 2015 it became one of the largest money market funds in the world, just two years after its launch. It has also noticeably accelerated the deregulation process for interest rates (especially deposit interest rate deregulation) in China, which was basically completed in 2015.

Against the backdrop of Yu'eobao's widespread popularity, the realm of internet finance in China is expanding into peer-to-peer (P2P) lending and crowd funding. P2P lending in particular has recently been growing rapidly. China's P2P has already made an international appearance with P2P lender Yirendai listed in NASDAQ in December 2015.

P2P lending has been a source of new ideas and innovation. It also improves the financial environment for SMEs; historically a weak area in China's finance system. At the same time, as a newly emerging and unregulated financing method it also has risky aspects.

P2P lenders provide a platform for individuals to lend to and borrow from each other online. P2P lending has been growing in China since around 2010. The best-known P2P lenders include Paipaidai, Lujinsuo (Lufax) and Yirendai. Although an exact count of P2P lenders (platform providers) is unavailable, according to the P2P portal site Wangdaizhijia, the number of P2P lenders at the end of November 2015 was 3,769, compared with 1,942 at the end of 2014. Outstanding P2P loans amounted to RMB 400.5bn (end November 2015) and the average interest rate was 12.25% in November 2015.

Recently, however, many P2P lenders have been gathering funding via the internet and lending those funds to individuals or small businesses

instead of merely serving as a platform to facilitate lending and borrowing between individuals. Some are even ambitiously scaling up their operations through telephone sales. P2P lenders are now competing for borrowers with incumbent microfinance companies. Conversely, some P2P lenders have started to form alliances with microfinance companies aiming to combine their microfinance partners' lending expertise with a P2P funding model.

P2P Lending's Risks and Opportunities

The fact that P2P lending is basically unregulated in China has long been a concern. As restrictions on bank lending to finance local governments' projects were tightened in recent years, funding for such projects started to flow through P2P channels to circumvent the restrictions. Such circumventive lending, a form of shadow banking, is a problem. There were some cases where a P2P lender lent money to fictitious borrowers while the true borrowers were shareholders of the lending platform.

It is also widely known that P2P lending played a role in providing funds to investors who were engaged in informal margin stock buying when stock markets overheated in the first half of 2015. P2P was at least partially responsible for the sharp rise and fall of stock prices in 2015.

Additionally, some P2P lenders are essentially loan sharks that utilize the internet to access funding. In 2015, there has been a sharp increase in P2P lenders abruptly closing up their shop and vanishing after becoming unable to collect from borrowers amid China's economic slowdown. Some P2P platforms turned out to be just a large scale Ponzi scheme. The number of such fraudulent investment operations was 1,157 (accumulated) at the end of November 2015. In 2015, about 157,000 investors were affected by this problem with RMB 8.27bn invested money (data from Wangdaizhijia).

Some have questioned P2P lending's legality, given that pooling and lending funds gathered through P2P channels is tantamount to gathering deposits from the public without a banking license. Moreover, providing principal guarantees to investors, as some P2P lenders do, normally requires regulatory authorities' approval.

On the plus side, first, P2P lending has the potential to alleviate SMEs' chronic funding difficulties. By utilizing the internet, P2P lenders can advantageously obtain funding on a large scale and at low cost. If they paired the online funding model with credit screening and lending know-how, as some of them already do by partnering with microfinance companies, they would be able to provide a new funding channel to SMEs hitherto unable to borrow from banks.

Second, since there have not been any regulations up until now, P2P finance has been the most innovative area in China's finance markets. For example, P2P lenders are engaged in discounting promissory notes issued by small companies and de facto securitization of assets such as account receivables and leases. Some P2P can even automatically match investors and borrowers based on what risk preferences investors provide.

Future Issues: Regulation and Infrastructure Development

The financial regulators have been patient for the past two years or so, just observing the development of P2P lending to understand the characteristics of this new form of finance, although there have been many unfavorable incidents as mentioned above. Finally, in July 2015, ten ministries and commissions jointly published "the Guiding Opinions on Promoting the Healthy Development of Internet Finance" (Opinions). The Opinions say that the regulators will encourage financial innovation, promote healthy development of internet finance, clarify regulatory responsibilities and normalize market orders. This clearly shows that the regulators have a positive stance towards internet finance.

The regulators promote traditional financial institutions, such as banks, securities companies, insurance companies, investment funds, consumer finance companies and so on, to utilize internet finance and develop internet finance companies. They also support internet companies to establish payment companies, P2P/crowd funding platforms and sales platforms for financial products. The Opinions also mention cooperations between traditional financial institutions and internet companies and the establishment of information infrastructures, such as big data and credit information. From a regulatory viewpoint, the regulators will take relatively lenient measures to retain room for financial innovation.

As for P2P, the China Banking Regulatory Commission (CBRC) becomes its regulator. P2P is defined as direct peer-to-peer financing through an internet platform. The internet platform's function is limited to intermediary, providing information to lenders and borrowers, matching them, and evaluating the borrowers' credit. In addition, it should not provide credit enhancement and guarantee services, nor illegally gather funds. Crowd funding is classified as equity finance. The crowd funding companies' function is to provide information to investors. The China Securities Regulatory Commission (CSRC) has become their regulatory body.

The Opinions also require that customers' funds related to internet finance should be deposited and managed by a bank. The money of

internet finance companies (such as P2P lenders) and their customers should be separated. Information and risk disclosures by internet finance companies are also required; regulators have to conduct research on the qualifications of investors.

Recent developments in internet finance have led to a fragmentation of financial services hitherto vaguely referred to as banking services. Regulations consequently need to be based on a functional classification of financial services instead of on whether they are provided online or through traditional channels. Regulators are committed to fairness as a regulatory principle, implying that they intend to apply identical rules to online and offline financial services that are functionally equivalent. As mentioned above, the Opinions have assigned regulatory responsibility based on financial function, for example, the People's Bank of China for internet payment, the CBRC for P2P, the CSRC for crowd funding, and so on.

At this moment, each regulator is formulating concrete regulations based on the Opinions. As for P2P, the CBRC is expected to publish draft regulations for public opinion soon and the formal regulations are expected to be announced in 2016.

In terms of infrastructure, the P2P lending industry needs to develop credit information systems because it mainly serves borrowers that banks are reluctant to lend to. China's existing credit information services include the PBOC's Credit Reference Center (CRC). CRC subsidiary Shanghai Credit Information Services has built a nationwide P2P credit information system, the Net Financial Credit System (NFCS) in 2013. The CRC and NFCS are currently independent of each other but if they were to link up, credit information would become more readily available throughout China.

The Opinions say that qualified internet finance companies will have access to a financial credit information database and will be able to conduct credit investigation business. Its intention is to improve SME's finance by utilizing big data and other internet technologies.

In sum, at present P2P lending in China is a mixed bag of risks and opportunities. The Chinese P2P lending industry is in its infancy, unregulated and without adequate infrastructure. It will be interesting to observe how successfully the industry channels funding to SMEs while keeping risks under control over the coming years.

Takeshi Jingu is the general manager of Financial Systems Research Division of Nomura Research Institute (Beijing), Ltd. He began to work in Beijing in 2004 to conduct research on the trends of the Chinese economy, along with the financial institutions and markets of the region. He can be reached at: t-jingu@nri.co.jp

Instant Automobility

Mr. Rainer Becker on Car Sharing in China

by ELLEN TATHAM

For this special Sharing economy issue, German Chamber Ticker reached out to someone with over 18 years experience in the automotive industry: Mr. Rainer Becker, CEO of car2go China Co. Ltd to discuss car sharing in China. Car sharing offers people instant automobility and is ideal for those who only occasionally use a vehicle. They rent cars for short periods of time, by the hour or the day. car2go is a mobility service offered by Daimler AG in now 31 cities, serving more than 1.1mn members. It is the first free-floating car sharing system in the world without fixed rental locations and has set up a new segment: smart fortwo cars that can be rented anywhere and at any time. Vehicles can be located, booked, and used spontaneously via smartphone app or the internet portal.

Car sharing is growing very rapidly and much stronger than car sales on the global scale. In China however, consumers still tend to prefer ownership over any other consumption model. What is your opinion on the potential of the Chinese car sharing market?

Indeed, ownership is still quite important for Chinese customers. Our observation is that this is rapidly changing, especially in the generation of younger consumers. With a policy of car purchase limitations introduced in several first tier cities and more and more traffic congestion in big cities, the government is sorting out ways to solve traffic and air pollution issues. Some local governments have shown interest in the car sharing business. During our recent public event in Chongqing, the public also showed intensive interest in car2go.

Why do you see China as a good testing ground for entering the Asian market and how has the project in Chongqing been so far?

China is the largest market and the fastest growing economy in Asia. The government is open to support innovation. We are currently conducting technical testing of our service in Chongqing. Once the quality is right, car2go will run in the streets of Chongqing. For us, China is not only a testing market; it is one of the most important markets when it comes to new mobility solutions. car2go can be a step towards a new way of commuting and traveling in China.

Which factors influence the Chinese car sharing market the most?

Chinese customers are generally open to new technical developments and features. They use their smartphones for all aspects of life, much



more than people in the Western world – which is a precondition for using car2go. People in Chongqing are very curious about this new form of mobility and adapt quickly to new trends and fashions. The political environment is also important. China is interested in solving traffic and pollution problems in urban areas. Car sharing can be a part of the solution.

How will the automotive industry in China react to this new consumption model in China?

With the increasing number of app-based car rental businesses, the leasing and sharing economy has changed people's lives. The rise of car sharing is also a result of the success of the internet. The automotive industry has to adapt to these consumption trends and customer interactions.

car2go is a 100% subsidiary of Daimler AG. Daimler has recognized that producing and selling cars is not the only way for the automotive future. Not everyone can or wants to afford a car. However, many people still experience situations where a car is the best solution to get from A to B. This is where there are new opportunities for automotive manufacturers.

To what extent do you think car share programs could help ease some of China's environmental issues and improve the sustainability of Chinese cities?

The results of our customer survey and accompanying research show that car2go actually generates less traffic and fewer cars on the road. It influences the already existing traffic in so far as it provides vehicles that only partly replace those that people would use if they owned them. As a result, mobility concepts like car2go relieve the urban traffic situation. Additionally, the smart fortwo is an economical and ecological car, especially with regards to space consumption and emissions. In cities in which we exclusively provide electric vehicles, we do not cause any direct emissions.

When a vehicle is jointly used, the total amount of cars within a city is reduced. This has been shown in several independent research studies. One of the most underestimated effects is the decreased need for parking spaces, which leaves room for more creative use of that space.

Will Chinese city sizes present a unique challenge? Do car share programs take different approaches for first/second/third tier cities?

Successful cases in North America and Europe show us that car2go can work there. Of course, the home area and the amount of vehicles have to be adapted to the specific city. Overall, we have found that car sharing works well in cities of at least 500,000 inhabitants. We are aware that Chinese customers, Chinese roads and driving habits will be a new challenge for us. The question is not whether we go to China; it is rather what solutions we will find to deal with the new conditions.

So far the "station-based" model has experienced the most success in China. What infrastructure is needed to develop and expand car share programs and what support do (local) authorities need to provide?

The biggest support is open-mindedness for new business models. No matter if for the government or any commercial partner – we believe it will be a win-win cooperation. We also believe that with the free-floating car sharing system, such as car2go, we can bring a more flexible and comfortable method of car sharing to citizens. To make it relevant to people's lives, we need to make it as convenient as using their private car. So it is important that our vehicles can be parked in a public parking space. Here –as well as anywhere else – we need an agreement with the local authorities in order to realize this.

car2go pulled out of the UK after encountering difficulties with the strong car ownership culture and lack of support from the authorities for free-floating parking. These issues could also be a problem in China; what do companies and authorities need to do to combat them?

The situation in the UK and in China is very different. Chinese customer behavior and attitude towards mobility is very different from that of UK citizens. We are optimistic that China will go its own way in adopting free-floating car sharing.

Apps like UBER and KuaidiDache have already experienced great success in Chinese cities. How would you assess competition with these providers and what can car sharing companies provide that they cannot?

All of these offer something that is relevant for specific situations in people's life. Sometimes you want to be driven, e.g. when you are going home from a drink with your friends; sometimes you want to be on your own and decide how fast to go and which route to take. In these situations car sharing is the better solution.

What potential do you see for foreign car sharing providers entering the Chinese market and collaborate with Chinese service providers such as Baidu, Alibaba and WeChat (Tencent)?

Free-floating car sharing is not simple. We bring a lot of experience into this market and are sure that we will offer a high quality product and an attractive brand. We will also find appropriate ways to localize our product.

car2go is a subsidiary of Daimler. One is aimed at reducing the use of cars through new mobility concepts, the other sell cars. How do you evaluate these seeming conflicting interests, especially in the long run? Which branch do you think will prevail?

Car ownership and car sharing will exist in parallel for some time. Car sharing represents a future mobility trend. Therefore Daimler is committed to serving those customers as well. We are convinced that the combination of both core competencies will result in greater services and products on the mobility market.

Mr. Becker, thank you very much for your time!

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Companies are the Life Blood of our Vocational Training System

Interview with the German Federal Minister of Education and Research, Prof. Dr. Johanna Wanka

by SIMONE POHL and OLIVIA HELVADJIAN

During German Federal Minister of Education and Research, Prof. Dr. Johanna Wanka's recent visit to China, German Chamber Ticker had the opportunity to discuss with her educational topics such as the Pro Recognition Program, vocational training and other related issues.

Thank you very much for taking the time to answer our questions. What are the strengths of the Sino-German cooperation on education? How can German educational institutions in China make the most of their relationship with China?

Germany and China are cooperating very intensively in the fields of higher education and vocational education and training. The Chinese Education Ministry and my Ministry have been holding regular strategy talks on education policy since 2004. We have also been able to implement the German-Chinese Alliance for Vocational Education and Training. We now have a flourishing dialogue process and a good basis for cooperation.

Administrative bodies, science and industry in both countries are encouraging this long and successful cooperation at all levels. Another strong point is the diversity of the cooperation. The Higher Education Compass of the German Rectors' Conference listed 1,130 cooperation projects between German and Chinese higher education institutions in December 2015. This is an impressive number! We also have the work of joint institutions such as the Sino-German College at Tongji University in Shanghai.

Furthermore, we have drafted a new China Strategy. We are applying this strategy to encourage the mobility of students and researchers and are expanding our cooperation in the fields of higher education and initial and continuing vocational training. We are also increasing the China expertise of German higher education institutions and are supporting the activities of German educational institutions in China. The China Strategy will bring a new

dimension to German-Chinese cooperation in education.

What are the next stages for the Sino-German partnership on innovation?

The Partnership on Innovation was agreed by President Xi and Federal Chancellor Merkel at the end of March 2014 to the mutual advantage of both countries. It was brought to life during the intergovernmental consultations in Berlin in October 2014 with the introduction of the "Jointly shaping innovations!" program. We at the BMBF are contributing numerous activities to this program.

One of the milestones in the Partnership on Innovation will be the fourth Sino-German Innovation Conference, which will take place in Berlin in April 2016. The conference will focus on innovations in sustainable urbanization, healthy ageing and digitalization. Furthermore, during my most recent visit to Beijing Minister Wan and I have agreed to expand cooperation in the field of Industry of the Future, particularly in the context of smart production processes and joint research and innovation funding procedures.

What should be done to encourage closer cooperation between German and Chinese junior and senior scientists?

This was the question that occupied us the most and ultimately led to the new China Strategy. We have opted for a very diverse approach in order to intensify cooperation between German and Chinese researchers. For example, we will introduce exchange programs between higher education institutions in both countries with a view to encouraging longer-term study and research stays by students and researchers in China. We want to expand double degree and doctoral programs and to provide support for activities of the Sino-German College of Applied Sciences at the Tongji University in Shanghai.

As far as joint research by German and Chinese institutions of higher education is concerned,

we are particularly interested in involving early career researchers on both sides and support efforts to this end.

We are also strengthening the China competence at German higher education institutions by developing comprehensive alumni networks.

On a related note, German companies in China continue to be concerned about intellectual property rights. How can we protect "know-how made in Germany" while furthering Sino-German cooperation on innovation?

I believe that both sides can benefit equally if we observe the protection of intellectual property in our cooperation projects. Research projects must clearly address and regulate questions regarding intellectual property rights at an early stage. Ideally questions of the access rights, which the cooperation partners allow one another should also be clarified before the research project begins. Furthermore, there must be transparent controls on the protection of intellectual property and activities regarding the transfer of knowledge and results. Clear rules on the protection of intellectual property rights must be established for staff and students and staff members must be made aware of these questions as carriers of sensitive information.

This complex of issues is firmly anchored in my Ministry's China Strategy. We are aware that although China has made progress with the protection of intellectual property rights, we are, nevertheless, still facing major challenges in this area. Among other things, the China Strategy demands guarantees for fair competition in German-Chinese cooperation, fair market conditions for foreign companies and the protection of intellectual property rights. This includes relevant legislative provisions and requirements as well as practical implementation by the responsible bodies and agencies. In the course of our scientific cooperation with China we will continue to raise the issues of

non-voluntary transfers of technology and the pressure exerted by the Chinese side to force the disclosure of intellectual property information, e. g. when granting investment licences or certificates.

According to the German Chamber's latest business confidence survey, human resources related issues remain the biggest challenge for German companies operating in China. What needs to be done to provide companies with the skilled employees they need?

Although we appreciate that China has made considerable progress in this area in recent years, we are also aware that the Chinese labor market is still unable to meet the steadily growing demand for staff from domestic and international companies. China's continuing economic development is also placing increasing demands on the educational standards of the working population. The education sector is one of China's infrastructure areas with the greatest potential for state activities – this applies to vocational education and training in particular.

The Chinese government has also recognized this potential. Chinese partners are keen to secure a supply of skilled workers and are very interested in the German dual system of initial and continuing vocational education with its company-based practical training. China therefore continues to represent an important market for German education providers and there are numerous cooperation projects involving German companies that provide successful dual training schemes in China – for example with Chinese colleges. This is to the advantage of both sides: on the one hand, young people in China receive sound, practical vocational training with the prospect of secure employment and, on the other hand, German companies are able to secure their future supply of skilled labour without which they would not be able to ensure the production, distribution and maintenance of their high quality goods.

Which professions in Germany have the largest need for foreign qualified personnel? How can we ensure that these human resources needs in Germany can be effectively met?

It is true that individual sectors are indicating a shortage of skilled staff, but current training and labour market data does not reveal any nation-wide shortages. Companies favour dual training as a tried and tested means of recruiting skilled staff and are also committed to supporting continuing training programs for their employees. However, the training market does have problems in matching suitable applicants with the right companies. There is also a noticeable shortage of skilled staff and specialists in individual branches of industry, particularly in technical vocations such as mechatronics, automation technology, energy and electro technology as well as a shortage of experts in the fields of informatics and software development. We also have a shortfall of well-trained staff in the plumbing, heating and air-conditioning sectors. Last but not least, there is a growing demand for health care and nursing staff in our ageing society. Well-trained people from abroad are therefore very welcome in Germany. We have introduced the Recognition Act as an effective instrument for recognizing foreign vocational qualifications. Nevertheless, the problems of supply and demand cannot be solved by migration alone.

We are therefore already applying a wide range of measures and instruments. Our aim is to achieve a balance between people with vocational and people with academic qualifications in order to ensure a sound basis for prosperity and societal participation. This involves, for example, supporting young people from educationally deprived backgrounds until they are sufficiently mature to begin training, improving outreach measures to include people from migrant backgrounds, pilot schemes for part-time training, the validation of vocational skills, the stronger integration of women on the labour market as well as an increase in the number of university places under the Pact for Higher Education together with general measures to improve articulation between vocational and academic training in both directions. We are providing EUR 14mm for pilot schemes to encourage people who have dropped out of university to undergo vocational training.

We are currently working hard to ensure the rapid integration of refugees by means of training, particularly language training. This is no easy task, but it is essential to enable access to the labour market. It is extremely helpful in this context that all the important stakeholders in Germany – that is to say, the Federal Government, industry, trade unions and the *Länder* – are cooperating successfully in the Alliance for Initial and Continuing Vocational Education.

Which role do companies play in the development of vocational education in Germany?

Companies are the life blood of our vocational training system. A high level of employability, smooth transitions into training and the labour market and low youth unemployment all help to make the dual training system exemplary both in Europe and internationally. One fact that is frequently overlooked is that it is small and medium-sized enterprises that bear the main responsibility for training.

We are currently seeing a preference for bachelor qualifications in many European countries. This ignores the interests of the labour market and fails to recognize the fact that a well-designed vocational training system can provide excellent skilled staff who are familiar with everyday operations, with the requisite technology and workflows.

We must respond to the drop in the share of young people undergoing vocational training by highlighting the advantages of vocational education and training and creating new incentives. The lack of interest in vocational training has something to do with the somewhat outdated mindset of many young people and their parents who do not know that computers and automation engineering have long found their way into the skilled crafts and trades and that new vocations are evolving, for example, in the digital economy, in electromobility, environmental technology and the energy sector. The outcome is a range of very attractive new jobs. We will have to focus more on this issue.



The skilled crafts sector is conducting a large-scale information campaign in this context. We as the Federal Government are supporting these efforts by funding intercompany training centres, for example. Furthermore, we are also cooperating with the automotive industry as the technological pioneer in Industry 4.0 and are adapting vocational training to meet new qualifications profiles.

In other words, we want to bolster the attractiveness of vocational training: with modern job profiles, by developing top-end qualifications, by improving the linkage between initial and continuing vocational education and by recognizing the vocational skills of people entering higher education.

The German Federal Ministry of Education and Research recently introduced the Assessment and Recognition of Foreign Professional Qualifications Act, or "Recognition Act." What is the outreach of this act, what role does the AHK Shanghai play?

Our population is shrinking. Germany therefore needs foreign skilled staff to secure its competitiveness and prosperity. The large number of refugees currently in Germany does not alter this situation. Anyone coming to Germany can have their vocational qualifications recognized. Over 44,000 applications for the recognition of foreign vocational qualifications have been submitted in the course of the last three years; qualifications were recognized in approximately 80% of these cases.

The AHK Shanghai plays an important role in providing information and counseling regarding opportunities for recognition. We want to improve information in this field via the offices of the Delegation of German Industry and Commerce in China, one of which is located in Shanghai.

Can all professions be recognized or does this act only account for certain lines of work? Are some industries set to benefit more than others? The Federal Recognition Act only covers those professions for which the Federal Government is responsible. However, the *Länder* have followed the Federal Government's example and introduced their own legislation to recognize

professions for which they are responsible – teachers or nursery school teachers, for example. So far there has been a great interest in the health professions, doctors, nurses, etc. because people may only exercise these professions in Germany if their qualifications have been recognized. A quarter of the applications for recognition refer to non-regulated professions such as those of clerical workers, electronics technicians or mechanics, which are especially important for trade and industry.

More recently, the Federal Ministry of Education and Research has set up the "Pro Recognition Program" together with foreign Chambers of Commerce. What is the expected outcome of this cooperation between the Federal Ministry of Education and Research and the AHK Shanghai?

Special counseling centers are being set up at eight German Chambers of Commerce Abroad (AHKs) or Delegations of German Industry and Commerce, including the office in Shanghai, under the new project "Pro Recognition – Professional and Vocational Qualifications for Germany." The new counselors will inform and advise skilled workers intending to come to Germany about the opportunities for having their vocational qualifications recognized. It is not a question of labor piracy. In the case of the AHK Shanghai, the main target group are Chinese skilled workers wanting to work in Germany for a certain period of time and to subsequently apply the know-how gained in Germany back home in China. There are already many Chinese students in Germany. We also consider it an attractive proposition that Chinese experts could spend a phase of their careers working in German companies. Both sides can profit from such a scheme.

The VETnet project has just been extended for three years, could you briefly describe the project and explain its importance to the Sino-German economical ties?

The project involves AHKs in nine countries with which the BMBF cooperates in the field of vocational education. The key aim is to support bilateral intergovernmental cooperation and the introduction of elements of the dual vocational training system. The AHKs will also act as a neutral platform abroad for education providers and partners in the vocational training process

who would like to take advantage of the AHK's vocational training structures and services for their work.

The AHKs contribute their expertise as well as the networks which they have established in the target countries. The Association of German Chambers of Commerce and Industry (DIHK) and the Chambers of Commerce and Industry (IHKs) are also involved. They contribute their process know-how regarding the dual system of vocational training, save results and ensure transfer under the project.

For some years now, the AHK in Shanghai has been receiving a lot of enquiries regarding counseling and the provision of know-how in the field of dual training along German lines. VETnet has made it possible to intensify vocational training measures and, for example, to expand the networks of Chinese contacts in politics and industry. Interest in introducing practice-based training has increased since the regional governments were charged with implementing the Vocational Training Strategy of June 2014. We believe that structural measures and quality assurance measures such as the establishment of vocational training and examination bodies or the provision of counseling and support for training cooperation schemes between companies and vocational colleges will have a long-term effect. As the project continues it will be particularly important to involve new partners and extend and consolidate these cooperation schemes both regionally and with regard to content. I am convinced that this will succeed.

Professor Dr. Wanka, thank you very much for your time!



German Federal Minister of Education and Research, Prof. Dr. Johanna Wanka with Ms. Simone Pohl, Executive Director, GCC | Shanghai and Ms. Olivia Helvadjan, Chief Editor GC Ticker.



Legal Update

New Legal Developments of Chinese Law

Company Law

With the amendment of the *PRC Company Law*, which took effect on 1st March 2014, requirements on registered capital were relaxed for companies in China including foreign invested enterprises ("FIEs"). The requirements on minimum registered capital were abolished, the two year deadlines for capital contribution no longer exist and the requirements on a minimum cash contribution of 30% were also abolished.

Despite the above, so far FIEs have not fully benefitted from the above because various regulations for FIEs, which contained registered capital requirements were still effective. Although legally speaking the *PRC Company Law* prevails over these regulations, in practice foreign investors found that some local authorities still applied such regulations to impose registered capital requirements on FIEs.

On 28th October 2015, the PRC Ministry of Commerce ("MOFCOM") published the *Decision on Revising Several Administrative Rules and Normative Documents ("MOFCOM Decision")* which came into effect on the same day. The *MOFCOM Decision* clearly invalidates the registered capital requirements in the current regulations applicable to FIE and streamlines these regulations with the *PRC Company Law*. For example, a foreign invested holding company is no longer required to have a minimum registered capital of USD 30mn. The *MOFCOM Decision* is an important step forward in granting domestic companies and FIEs equal treatment.

Intellectual Property Law

The PRC National Development and Reform Commission and the PRC Ministry of Finance jointly issued the *Circular on Reducing Certain Official Fees Including the Handling Fees for Building Transfer and Official Fees for Trademark Applications ("Circular")*. The Circular took effect on 1st September 2015.

According to the *Circular*, the following IP fees have been reduced:

Before 15th October 2015, for trademark applications in the PRC, the PRC State Trademark Office ("STO") charged an official fee of RMB 800 (approximately EUR 110) per 10 goods in each class for each trademark. If the designated goods in one class exceed 10 items, the STO additionally charged RMB 80 (approximately EUR 11) for each additional good. From 15th October 2015, the above official fees have been significantly reduced. Currently, the STO only charges an official fee of RMB 600 (approximately EUR 83) per 10 items in each class for each trademark. If the designated goods in one class exceed 10 items, the STO charges an additional RMB 60 (approximately EUR 8) for each additional good.

by DR. ULRIKE GLUECK

From 15th October 2015, for registration of each piece of software copyright with the Copyright Protection Center of China ("CPCC"), the official fee charged by the CPCC has been reduced from RMB 250 (approximately EUR 35) to RMB 200 (approximately EUR 27).

Further, the *Circular* extends the term for reduction of patent annuities. Patent owners can apply for registration of a patent with the PRC State Intellectual Property Office ("SIPO") in order to seek protection of the patent right in the PRC. The term of validity is 20 years for invention patents and 10 years for utility models and design patents. This is calculated from the date of granting the patent right. The patent owner shall pay annuities to the SIPO each year during the above term of validity. According to PRC law, a patent registrant may apply for reducing the patent annuities within the first three years starting from the year in which the patent right is granted. According to the *Circular*, as of 1st January 2016, the term for reduction of patent annuities can be extended from the first three years to the first six years.

Overall, the promulgation of the *Circular* indicates that the Chinese government intends to encourage more IP owners to register and maintain their IP rights in China by reduction of relevant official fees. The registration of IP rights in China enables the IP owners to take action against counterfeiting and to protect their intangible assets more efficiently. Further, as indicated above, such registration is not costly. Therefore, it is advisable for foreign companies to register IP rights (especially trademarks and patents) when doing business in China.

Competition Law

Chinese regulators are in the process of formulating a series of guidelines on competition law regime, which are expected to be promulgated in 2016. Such guidelines cover the areas of intellectual property rights, automotive industry, leniency system, commitment of undertakings, calculation of illegal income and fines and exemption of anti-competitive agreements. On 31st December 2015, the National Development and Reform Commission ("NDRC") issued the draft of the *Anti-monopoly Guidelines of the Anti-monopoly Committee of the State Council on Abuse of Intellectual Property Rights ("Draft IPR Anti-monopoly Guidelines")* to solicit public opinions. The *Draft IPR Anti-monopoly Guidelines* provides details on the assessment of prohibited intellectual property right related monopoly agreements and abuse of dominant position in the intellectual property right area.

From the enforcement perspective, after imposing sanctions on Qualcomm with a fine of RMB 6.088bn recording a new high in 2015, on 28th December 2015 the NDRC announced its decision to fine eight foreign shipping companies a total of RMB 407mn on charges of fixing rolling cargo shipping prices in North America-China, Europe-

China, China-South America routes etc. It is expected that in 2016 there will be more anti-monopoly investigations by the Chinese anti-monopoly enforcement authorities in various industrial sectors, in particular automotive, life science, and financial services.

Employment Law

With the amendment of the *PRC Law on Population & Birth Planning* which expressly advocates two children for one couple, as of 1st January 2016 the policies on employees' entitlement to extended marriage leave and maternity leave change.

The newly amended law canceled both statutory extended marriage leave and maternity leave, which used to be an incentive to young couples to marry late or give birth to a child later. The amended law now allows the local governments at provincial level to grant couples giving birth in compliance with the law extended maternity leave or other welfare benefits by way of formulating their own implementing rules in consideration of their local situations. Therefore, after 1st January 2016, whether an employee is entitled to enjoy any extended marriage leave or maternity leave is subject to the regulations of the local government where the employee is located.

Until now, only Guangdong Province has already issued new policies, i.e. the amended *Guangdong Provincial Regulations on Population & Birth Planning*. They took effect on 1st January 2016. According to the amended Guangdong Regulations, in addition to the statutory 98 days' maternity leave, a female employee who gives birth in compliance with the law is entitled to enjoy an additional 30 days' maternity leave, while a male employee whose wife gives birth in compliance with the law is entitled to 15 days' of paternity leave. However, both male and female employees who get married after 1st January 2016 are no longer entitled to 10 days extended marriage leave no matter whether the employees are getting married late or not. Therefore, as of 1st January 2016, in Guangdong Province, employees may only enjoy three days of statutory marriage leave.

The Shanghai Municipal Commission of Health and Family Planning also announced on 31st December 2015 on its official website that as of 1st January 2016, in Shanghai, employees will no longer enjoy both extended marriage leave and maternity leave until the *Shanghai Municipal Regulations on Population & Birth Planning* are further amended. This is expected to happen in April 2016.

Except for Guangdong and Shanghai, other locations such as Beijing and Jiangsu Province are also in the process of formulating their own policies and their current practice on the granting of extended marriage leave and maternity leave are unclear. Before the new policies are issued, for reasons of clarity, companies should consult with the competent Commission of Health and Family Planning in its location about the local practice in case employees apply to take extended marriage leave or maternity leave.

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How E-learning is Changing the World

A Global Overview and Zoom into China

by ALESSANDRO DUINA

The e-learning sphere is complex and fragmented. It can be divided into three major segments (this article focuses mainly on the first two):

1. Education – MOOCs (Massive Online Open Courses) represent a key model
2. Skills – the segment in which the most creative models have emerged
3. Corporate – where traditional corporate training has moved online

What is E-learning?

E-learning is learning over the internet, whereby the interaction takes place in a virtual environment as opposed to the traditional offline classroom or face-to-face interaction. This virtual interaction can be synchronous (instructor and students need to be online simultaneously) or asynchronous (i.e. on demand). E-learning today means learning anything, anytime, on any device, at your own pace.

Here are a few concrete examples as to the new possibilities e-learning opens up:

- a web developer in Germany can learn to code from top programmers based in the US;
- a multinational company can train its staff for the latest tools in digital marketing;
- a student in Africa can take classes from professors at top US universities, and

even get a certification for attendance;

- an entrepreneur doing business in China can learn how to negotiate successfully in China from an expert on the ground.

Six Drivers for Growth

Six key factors have supported the rapid growth of e-learning:

1. Internet speed has increased dramatically in recent years.

2. Video technology: thanks to a significant increase in quality and decreasing costs, videos have become a key component for services on-demand;
3. Video conference tools: together with increased connection speed, these tools are essential for synchronous business models;
4. Mobile devices: the explosive growth of mobile phones and tablets brought new ways to consume content and improve user experience;
5. Social media: sharing content, referring friends, leaving reviews, interacting with other users, are all underlying tools for e-learning solutions;
6. Cloud computing: crucial services – such as web hosting, video streaming, traffic analytics, etc – have become easily available without the need for infrastructure investment.

Four Key Problems Solved by E-learning

E-learning solves four problems for users:

1. Cost: by producing online content that is shared among thousands, price per unit becomes very low, making the content easily affordable to anyone;
2. Time: without the need to physically be in the same location, commuting time is eliminated and time difference between countries becomes irrelevant [for on-demand solutions];
3. Convenience: anybody can learn anything, any time, from any location, on any device – how much more convenient can it get?
4. Access: people can get immediate access to experts and professionals in the field that would otherwise be very costly and nearly impossible for users to reach out to on their own.

The Global E-learning Landscape

Who are the main players in this ecosystem? Predictably, US startups have led the way. They include well-funded emerging 'giants' such as the "traditional" MOOCs (Massive Online Open Courses) which bring offline university classes online – along with a range of entrants introducing new, creative models to the market.

Starting from the MOOCs, Coursera, founded by two Stanford professors in 2012, has become a worldwide household name with 15mn users from over 200 countries. EdX is the non-commercial, open-source alternative, founded by MIT and Harvard in 2012 with already more than 5mn users. Udacity is often the third name mentioned when talking about MOOCs, though it has recently specialized in vocational courses for professionals.

In the self-paced, skill e-learning segment, Lynda.com, founded in 1995, is the pioneer and one of the most successful players. It offers thousands of online courses taught by industry experts in software, creative, and business skills. Only selected instructors can teach on the platform, which targets both end-users and corporate clients using a monthly or annual subscription model. LinkedIn purchased Lynda.com in April 2015 for USD 1.5bn, representing their largest acquisition to date.

Similar to Lynda.com, Pluralsight started first as a classroom training company (2004) and shifted to online video training

a few years later. Today it offers high-quality online training for highly committed developers and IT professionals, both to individual and business customers via a subscription model. With USD 163mn in total venture capital funding, starting from 2013 it has acquired a number of e-learning and education companies to bolster its technology, course offerings, and executive leadership.

There are dozens of other noteworthy players in the market; the following examples of players have, combined, raised over USD 300mn in venture funding:

- Udemy is a platform where anybody can self-produce online courses on a chosen topic and leverage the platform to co-market it; courses are sold individually, often at heavy discounts;
- CreativeLive is an online learning platform that broadcasts live classes from an in-house state-of-the-art production studio; it uses a "freemium" model where live classes can be watched for free and the recording can then be later purchased for on-demand viewing;
- Skillshare is an online learning community for arts, design, entrepreneurship, lifestyle and technology. Online classes are taught by industry experts and focus on 'learning by doing' and interaction rather than lecturing; recently, the library of online courses has been made available for a monthly fee;
- Craftsy is an online platform for a surprisingly attractive niche: crafts education; it offers anything from quilting and knitting to cake decorating and paper craft; it uses high-definition interactive video tutorials and downloadable workshops; it also offers community project forums and craft supplies;



E-learning is a global phenomenon that gives us all unprecedented opportunities to learn virtually anything, in very new ways. To understand what's happening in China in this area, it's important to take a look at what's happening globally.

The e-learning market has been growing rapidly in the past five years, exceeding USD 100bn in size globally according to Global Industry Analysts. Fueled by strong venture capital investments, a number of business models have emerged with growth expected to continue for years to come.

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- Codecademy is an online interactive platform that offers free coding classes in several programming languages for all levels; the site has built a massive online community of coding enthusiasts; in January 2014, the site had over 24mn users who had completed more than 100mn exercises.

Key Success Factors

While barriers to entry are relatively low in this space, building a sustainable business model is a very different story. Many startups have folded within their first couple of years, proving that "getting it right" remains quite challenging. What are key success factors in this field? The following list is based among other things on mistakes made by players that eventually went out of business:

1. Get supply and demand right: while supply of knowledge is generally available, making sure that the demand matches the supply for a particular niche is perhaps the most important success factor in this business;
2. Build the right platform: there are several examples of players building "beautiful" platforms that did not solve the right problems;
3. Develop a viable business model: building a viable business means bringing revenue; focusing only on accumulating users by giving away free content may not be sustainable in the long run;
4. Ensure the quality of the content: with the proliferation of free content easily available online (think YouTube), producing quality content is a key pre-requisite to success;
5. Get the community going: e-learning is a very social and friendly space and word-of-mouth is critical to attract new users; however, getting the community going is more of an art than a science and some players have failed in this area.

Zoom into China

The massive amount of online courses and content made available by international players are of course accessible to Chinese users who can improve their English abilities while expanding their knowledge and learning new skills. However, with USD 5.8bn in market size (second only to that of US), China has experienced a massive boom in the self-paced e-learning market. The sector has already entered a commoditization stage, with companies lowering prices to grow their user base. With an estimated 150mn e-learning users, representing only 11% of the total population, opportunities for further growth remain massive.

Edtech – e-learning applied to the education industry – is a key area for growth also thanks to the fact that the Chinese government's goal is to have their entire K-12 population of over 200mn students online by 2020 and is actively promoting the use of online education "in order to allow all people to have access to education anytime, anywhere."

Two other trends in China's e-learning market are the strong growth of online education startups (together with massive venture capital investment) and the growing number of large internet companies entering the market, via acquisition or direct investment starting from 2014. These include giants belonging to very different technology sectors such as Baidu, Tencent, Alibaba,

NetEase, Sohu, Renren, Kaixin, Jiayuan, Sina Weibo, Youku Tudou, Kingsoft and several others.

Some interesting data show the overall potential and trends:

- Over 1,000 new e-learning companies were started in 2013 alone, reaching a total of 6,000 in 2015.
- USD 634mn was invested in online education companies in China in 2014, and over USD 1.3bn in the first three quarters of 2015 alone.
- There were over 70,000 education mobile apps (10% of total apps) by the end of 2014.
- 16 out of 20 best-selling educational apps in the Windows store in China were early childhood learning apps.

Examples of emerging companies include GenShuiXue ["who to study with?"], which was launched in June 2014. It has since attracted more than 70,000 teachers offering thousands of classes to millions of students; 17zuoye [the numbers one and seven sound like the word "together" and "zuoye" means "homework"] has more than 7mn students already and has recently raised USD 100mn in series D fundraising round.

In the exam-intensive system like the Chinese one, test prep startups like Zhan, 100 Education and Wanxue have also been growing fast. Early education is another area where new technology and mobile apps are growing fast. This is also due to the low price-sensitivity of Chinese parents when it comes to education for their kids.

Conclusions

E-learning is a powerful global force that is disrupting and revolutionizing traditional learning models for individuals, education institutions and companies alike. Despite the strong growth of the past five years and fierce competition, the market remains highly fragmented and it is still shaping up, with continued opportunities for creative business models to emerge and much further growth expected ahead.

Alessandro Duina is the Co-Founder and CEO of Prodygia.com, an online platform offering online courses and insights on business, entrepreneurship, technology and culture in China. With Prodygia, western entrepreneurs, managers and students can get immediate access to expertise on China – anytime, from anywhere, on any device. He can be reached at alessandro@prodygia.com

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Trademark Disputes with Squatters

Register your Brand in China

by DANIEL ALBRECHT

The trademark application volume in China continues to increase rapidly. The State Administration for Industry and Commerce (SAIC) has announced that 2.1mn single-class trademark applications were received in China in the first nine months of 2015, an increase of 37% compared with the same period in 2014.

Unlike other countries, where trademark rights are based on use, Chinese law does not recognize or protect a trademark unless it is registered with the Chinese Trademark Office. Because the trademark application in China follows the principle of "The earlier the application is submitted, the earlier it is granted," there is no common law protection for unregistered trademarks in the PRC, except possibly for well-known brands. Nonetheless, recent cases have shown that trademark owners of well-known brands are fighting an uphill battle once trademark squatters register the Chinese names or marks of their well-known brands in the PRC. For this reason, it is advisable to file trademark applications in China as soon as possible.

Therefore, companies that delay the registration of their trademark in China may discover that someone else has already taken possession of their brand. These persons are known as "trademark squatters." Savvy to China's complex trademark laws, these individuals target valuable foreign brands and register them as trademarks in China.

Plan of Action

You may want to consider filing in China years before you actually plan to sell in China in order to prevent a third party filing for your brand before you do. It is also strongly advisable that you register your make(s) in China, even if you are simply manufacturing in China for export. Legally, it is not clear whether manufacturing in China solely for export would constitute trademark infringement if you were applying for a brand that had already been filed by a trademark squatter.

There are several steps for protection in general:

- Identify primary markets and conduct trademark availability searches for both core and new brands
- Apply for and register your trademark
- Monitor competitors and the market
- Use your trademark and prevent others from potentially trying to revoke your trademark rights for non-use
- Renew your trademark

If you failed to register your trademark in China on time, how can your legal rights be guaranteed in China? First of all, it is important to be familiar with the trademark situation in China.

Legal Situation

In 2014, there was a reform of Trade Mark Law in China; in particular, the "Provisions on the Determination and Protection of Well-Known Trade Marks" were revised.

Unlike the previous text of 2003, the 2014 revised version now requires that the brand has a far-reaching reputation in the Chinese domestic market, in order for the application of well known trademark to be taken into validity.

Indeed, proving the reputation of a trademark plays a major role in oppositions and invalidations of so-called "bad-faith" applications.

Under the Chinese trademark law, each application and use of trademark shall follow the principle of "Good Faith" article 7 in consideration of the fact that there are a great number of third party trademark applications that show no genuine intention to use the brand name in commerce.

This regulation allows for opposition or cancellation for trademark squatting in one of the following situations:

- an opposition or cancellation can be filed if the trademark was preemptively registered by unfair means while it has been used before with some influence; or
- an opposition or cancellation can be filed by a party if they enjoyed prior right to the trademark, which is currently in possession of a squatter. The prior right refers to any legitimate right including the right of portraiture, name, copyright, patent and business name

The following conditions shall be met:

- the trademark has already been used by another party
- the trademark has been preemptively registered by a squatter through improper means, and
- the trademark used by the other party enjoys certain influence

The key point for success lies in the proving of the use of unregistered trademark and the influence enjoyed by the unregistered trademark. The applicant shall collect as much evidence as possible to prove the use of the trademark and its market influence and shall not only rely on one single piece of evidence, which the applicant may think important. If the applicant wants a positive outcome, they should pay attention to both of the quantity and the quality of the evidence.

The speed of registration is important. It is also necessary to find an appropriate brand name in Chinese characters, because there are huge cultural and linguistic differences between the English and Mandarin

languages. Therefore, the older convention in China was for the company to adopt a phonetic translation.

Trademark Litigation against Squatters during the Last Years

The well-known US sports brand New Balance is called "Xin Bailun" (新百伦) in China. "Xin" means "new" in Chinese and "bai lun" is a phonetic translation of "Balance." The trademark "Xin Bailun" was registered by a local sales company before New Balance expanded to the Chinese market with a Chinese character brand name. On 24th April 2015, a Chinese court fined New Balance with a USD 16mn verdict for violating the trademark rights of a Chinese individual. This decision represents a significant lesson about the use of Chinese character brand names and the importance of filing early in China, irrespective of the brand's use in China.

Pharmaceutical giant Pfizer fought an 11-year trademark, patent and 3D trademark battle over the Viagra brand. It had failed to register the Chinese name for the erectile dysfunction drug before it introduced the product on the Chinese market in 2000. It won the patent and 3D trademark litigation but lost the trademark case because it couldn't provide sufficient evidence to show it had become well known among Chinese consumers under the name "Weige" (伟哥).

Castel Frères, French winemaker, refused its Chinese opponent's offer to buy the trademark for EUR 1mn and contrariwise chose to sue in 2005, arguing that the Chinese company had not used the Chinese name for Castel, "Kasite" (卡斯特) in three years. Subsequently, the opponent sued Castel for trademark infringement and was adjudged RMB 33.73mn by a Zhejiang court in 2014. However, China's Supreme Court overturned the verdict and has ordered a retrial. In the meantime, Castel had already registered a new Chinese trademark, "Kasidaile" (卡思黛乐). It is the largest trademark litigation case in China's wine industry to date.

Tesla, for another example, was ultimately able to achieve a no-cost settlement, but only after many years of court battles. In 2014, a Chinese businessman sued Tesla for illegally using its own name, and demanded that the company stopped all car sales and marketing activities in China. He said he filed for the right to use of the English name Tesla in 2006, and planned to manufacture an electric car named after the inventor Nikola Tesla. He later applied to register related trademarks, including a Chinese transliteration of the name and the US auto manufacturer's logo.

Does the deceased still have the right to name? On 2nd July 2014, the trustee of Michael Jackson filed an invalidation suit against a Chinese company, which had registered Michael Jackson as a trademark, because of the violation of the right of the renowned pop star's name. The trademark authorities did not support the claims, because according to Chinese law, the deceased no longer have the right to their name. However, in the appeal, the Beijing Intellectual Property Court held that even if Michael Jackson had already passed away, his name and portrait are still of considerable economic value. Therefore, the Chinese company committed bad-faith in filing the brand, as the use of the name might mislead the consuming public and cause confusion, so as to bring harm to the social interests. The Court concluded that the trademark authorities committed a mistake, decided to reverse the above decision and ordered the trademark authorities to make the decision anew.

There are a number of trademark oppositions and invalidation actions currently before the TRAB (the Trademark Review and Adjudication

Board). It is equally important to understand that every case is determined according to the facts surrounding that case, and the evidence put forward in the court proceedings.

There's an important case, which first unlocked the problem for foreign trademark owners who have had their trademarks "stolen" in China. Michael Bastian is an American fashion designer, and also owns a menswear trademark of his name. In 2007, "Michael Bastian" and the Chinese translation of his name were filed to be registered by a third party as a trademark in China. Michael Bastian fought for the right to use his name before the TRAB in Beijing. On the Principle of Honest and Good Faith, the TRAB rejected the trademark application based on the obvious bad faith, because this third party had registered numerous trademarks in China without ever using them.

This case will act as a strong precedent for foreign trademark applicants who find their trademark had been registered or applied by an unauthorized third party in China. In the past, this conduct had not been considered relevant in being able to successfully oppose a squatter's trademark application. It had not been sufficient enough to be considered 'bad faith.' Now, however, this decision has shown that Chinese courts might find such conduct on the part of a local Chinese company as having been made in bad faith.

Daniel Albrecht is a German attorney at law and founder of Starke Consulting Co Ltd. Starke operates in Beijing and six cities throughout Germany, in cooperation with its partner, Jordan Fuhr Meyer. Their core competencies are legal advisory and IP. Starke is a Trademark Agent licensed by the State Administration and Commerce.

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Enabling Business Success

Martin Ecknig on Corporate Real Estate in China

by OLIVIA HELVADJIAN



Corporate Real Estate (CRE) is covering the real estate matters for cooperations of different sizes including: the location selection, the rental or construction of buildings and the operation. At the end of the life-cycle it also focuses on the renovation or disposal. German Chamber Ticker spoke with Mr. Martin Ecknig, head of Regional Area Business Administration of Siemens Real Estate Asia-Australia, who is based in Shanghai and manages over 300 locations in the region, and around 40 factories and 80 office buildings throughout China.

China's commercial real estate appears to be in oversupply across many regions, how big of a problem do you consider this to be?

In certain circles there are ongoing heated discussions about a

coming burst of the real estate bubble in China – I personally do not see that threat in general. Prime locations according to their nature are still in limited supply while remote locations show visible vacancies. I believe prices in China will somehow be kept within the strategic borders set by the key market players; real estate here will not solely be market-driven. On the other hand an existing oversupply is keeping the market attractive for potential customers due to abundant options to choose from – especially for German firms with strong end-customer orientation this might offer an opportunity to choose the best from the available options.

How will this affect the development of the real estate market in China in the long term?

In the worst case scenario I see strong reductions in new investments. Potentially bursting credit-lines will lead to price increases due to consideration of higher risk premiums asked for by the finance institutions, but also will help to achieve a more balanced ratio of supply and demand in future developments. Concerning real estate investments this might lead to even better utilization of past investments in third tier and fourth tier cities, which couldn't be fully leveraged today.

How does living and working in an increasingly globalized world affect our work places and the way we work? Are there still great regional differences or has the work place become increasingly similar around the globe?

With standardized tools and IT-equipment around the globe employees can log into the company network from any location. What differs regionally are the expectations of the employees concerning the work environment and conditions, for example the work regulations and the degree of freedom to choose the preferred workplace inside or outside the company compound.

The global trend of the last century was clearly pointing towards more shared space and selection of space in accordance with usage, allowing for more areas for collaboration and less individual work places. We, the CRE organizations together with our service partners from the real estate industry need to discuss

those trends and jointly aim to anticipate the upcoming changes. To provide a platform for matters like this we have started a dialogue at the German Chamber in Beijing. The "Roundtable Corporate Real Estate" was first held in 2014 and continues to meet regularly to exchange opinions and hold open discussions. Anyone who is interested in participating is very welcome to join.

In what ways does corporate real estate (CRE) management in China differ from other countries or regions in the world?

CRE teams act as enablers for corporations in providing real estate and related services. The target is to support the core-business of the corporation by creating a value-oriented portfolio strategy, which is in line with the strategies of the local roll-out of core businesses and not, like in real estate investment companies, to maximize profits from the real estate investment. In my experience, the CRE business and understanding of how real estate can contribute to the overall success of a business in China is not fully developed yet. On the other hand in the last few years I have seen a strong trend of big local players like Huawei, Tencent or Alibaba establishing an internal professional CRE organization. While this is a good move, it will also tighten the availability of experienced personal and exhaust the talent pipeline. In general there is no big difference from other countries or regions in the world, but like everywhere you have to act in accordance to local circumstances and need advice or in-house expertise on local Chinese specifics. Let me use our company as an example: for our own headquarter campus and high rise building in Beijing we had to apply for over 100 different approvals and certificates from the planning phase until the start of operation.

Additionally, mushrooming development zones are in a competition with each other to attract further Foreign Direct Investment (FDI). Inside knowledge is required to evaluate the opportunities in terms of investment support.

What are the unique challenges for foreign companies' CRE strategy in China?

In China, like in any other market, deep local knowledge, a widely ramified network and the local implementation of global standards are key for successful CRE. Foreign investment is subject to clear rules and regulations in China; In addition, incentive offers for development zones can change even at short notice.

As many foreign companies do their investments with a long-term perspective, it can happen that their selected location can't last as long as planned, because it might be decided that the current zone is supposed to become the future CBD of the town – 'from suburb to Central Business District.'

With a highly developed service industry in China, most of the daily needs are perfectly covered and soft services are available in abundance. But it looks different when it comes to qualified technical services for long-term maintenance and value conservation. A well-thought-out strategy should be in place prior to any endeavor in real estate.

Young workers often have a very different view of an ideal work environment than their senior colleagues. How do new demands

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and expectations (such as childcare facilities, remote working concepts, corporate sports facilities, innovative and modern workplace concepts, etc...) change the modern work place and what can companies do to comply with different demands?

A common buzzword is the "war for talents." Nowadays to attract new talents and to keep existing ones, adequate remuneration isn't good enough. Employees have high expectations on the working environment – no matter whether we are talking about new-hires or experienced senior level executives. One might prefer to work in a more comfortable area, another one might expect to their status to be represented by a single office. Here I recommend providing a variety of areas to cover the requirements – areas for collaboration, for individual concentrated working, for fun and play, for meeting and greeting, or for those who just drop in to update their files before leaving the compound again. All these new ways of working require a comprehensive change-management throughout all levels of organization – employee and boss have to understand that despite not seeing each other 9 to 5 the best results can still be delivered. Advanced HR concepts and employee centric policies, as well as flexibility and modern workplaces are making a company attractive for talents and retention.

How do facilities affect a person's work ethic and productivity in general?

Scientific research clearly underlines the correlation of well-being at the workplace and productivity. With the use of daylight, access to nature, colors, materials, and greenery, human comfort can be improved. And with improved comfort comes positivity and increased concentration, which helps to achieve higher productivity. This is not limited to the direct work-place alone – healthy nutrition offered in the canteen or campaigns for physical exercise can improve comfort and well-being.

What are the new technological demands to modern and efficient facilities?

Today, thousands of sensors are online monitoring a modern and efficient building. The big data generated is helping to run analysis and to constantly improve the efficiency, for example: energy consumption data. The building automation system can analyze the historical and real-time data to detect energy saving potential and ensure reliable and efficient operation; this can reduce as much as 10% of the power consumption. But this comes with the technological demand of first having a strategy in place to measure what and where – and of having the right expertise available to put such concepts in place and run the optimized operation.

How does the progress of technology and big data influence work places and facility management today?

In the past, air-conditioning and lighting systems switched on by set timers, no matter if the work area was occupied or not. Lighting, heating and cooling expenses constitute the biggest part of the operation cost of a building. With a smart building design for example, the use of daylight can be maximized and an intelligent illumination control system helps improve the energy efficiency by improving the human comfort.

Preconditions are reliable building automation systems and operators in the facility management service who have the experience and expertise to handle and adjust such complex systems. Intelligent facility management today can provide many more benefits than cleaning, security and reception. In a flexible and non-designated workplace environment, allocation of available workstations could also be achieved via sensors and mobile-apps – comparable to modern car-park guiding systems.

Environmental sustainability is under the main focus of the Chinese government, how does corporate real estate management reflect this? What does it take to develop a feasible corporate sustainability strategy?

Environmental sustainability already starts by selecting a location for a new construction or leased building – for example close to public transportation or in proximity of employees' residential compounds. Sustainability itself is not only about certificates won – it is a continuous improvement process, it is better to begin early in the design phase than by retrofitting. The Chinese government is focusing on environmental sustainability – and even awarding best practices with subsidies. Bigger corporations nowadays all have their corporate sustainability strategy in place with global and local standards; small and medium-sized enterprises can resort to a variety of consultants and service providers. As sustainability has a long track record in Germany, we find plenty of capable German companies to act in this field here in China. With the tendency of energy costs to increase over time – high sustainability is not only good for the environment but will also benefit the operation.

What are the main challenges when creating a safe and clean working environment?

A safe and clean working environment is not only good for the reputation; it is a self-commitment to protect employees and environment. Especially when the real estate portfolio also includes factories and warehouses, environment, health, and safety (EHS) is mandatory. Standards here do not have regional limitations; they need to cover the whole chain from planning, construction to operation. Even in an environment, which only recently focuses on EHS – everyone is obliged to take responsibility – and if necessary take a joint approach to educate further. Management and employees have to build a culture where looking away from potential EHS concerns is not an option anymore; everyone must walk the walk not just simply talk the talk.

Mr. Ecknig, thank you very much for talking to us!



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Share to Care, Care to Share

Making Collaborative Consumption More Social

by DR. ANNIKA BEIFUSS

"Uber, the world's largest taxi company, owns no vehicles. [...] And Airbnb, the world's largest accommodation provider, owns no real estate. Something interesting is happening." (Tom Goodwin)

More and more companies are getting rich by providing resources they do not own. Sharing economy means making money by making connections, by matching people with needs and those with something to offer. The main job is customer service. According to the online community The People Who Share, the sharing economy is "a socio-economic ecosystem built around the sharing of human and physical resources." More and more things are offered to share: cars; train, tram or bus rides; food; lodging; couches; gardens; tools; skills and much more. There are few boundaries to what can be lent or borrowed.

Handling Material Resources

In its infancy and before the ubiquity of the World Wide Web, sharing economy or collaborative consumption was not a big trend, but mainly used by the economically less advantaged. In a prototypical fashion, rideshare opportunities were created simply because there were four students needing a ride and only one person who owned a car. Costs were divided among these five people; there was no need for an external party to be involved. Sharing cars or apartments were regarded as phenomena mainly found in the "eco scene" or among students. It made best use of scarce resources and/or money.

This has changed drastically over the last 20 years. Things are shared in a very different manner today: not only have startups like Airbnb and Uber changed the rules of economy by creating unexpectedly large sharing communities; by now, even huge multinational corporations like Ikea, H&M and Marks & Spencer help their customers to share their used products like furniture and clothes. Of course, these big companies encourage customers to give away their used things for a reason: they are at the same time promoting more consumption, so the money that a person saves by sharing is not lost for the economy. With apps like "prêt-à-louer," a rental portal for luxury fashion, or "onefinestay" for luxury accommodation, the sharing economy trend has by now even reached the luxury industry – and with it a clientele who only a few years ago wouldn't have dreamed of sharing their designer fashion or apartments with other people. The sharing economy marks nothing less than changing values and a transforming market.

By default, sharing economy is grassroot-oriented: it stands for restrained and conscious consumption and sustainability; it makes

more efficient and effective use of resources than if people were only using their own things. It prioritizes access over private ownership and peer-to-peer networks over hierarchical control and relies on bottom-up processes rather than top-down wealth distribution. In a way it makes more of what is already there – more of the space in cars and homes, more of tools, clothes and other products that are rarely used. In effect, there is less waste and greater sustainability of our activities, the consumption of energy and resources is minimized and demand for long-lasting high quality products increases.

Is Sharing Caring?

Sharing economy has become a huge economic sector. Along with this development, the idea of sharing in modern economy has changed drastically. With it, the reasons for sharing have changed. Sharing has become something people do for profit rather than out of environmental awareness or necessity. People offer lifts not only because they have to go someplace and have a spare seat, but because they can make easy money without having a taxi license. Rooms are not rented out because they would otherwise be empty, but because one can make good money by offering a room in a big city. Users of these services in turn can have a cheaper or more comfortable ride and can profit from on-site support by local residents.

Emily Castor, director of the ride-sharing company Lyft, points out the freedom and empowerment that the sharing economy provides for workers. It enables individuals to break away from rigid job requirements, share what is already there and this way can extract value out of formerly underused resources. This kind of micro-entrepreneurship makes people less dependent of their employers and gives them more choices to do what they like to do. There is also a big social aspect in the actual transaction: people get to know each other and benefit from making new acquaintances; the community grows. Sharing economy democratizes the economy.

There is, as always, a downside to the system: in the sharing economy, risks are transferred from employer to employee. Technically, sharing platforms don't regard themselves as employers but rather as brokers; conversely, people offering their goods or services are considered self-employed. Their services are ordered only on demand; permanent employment becomes less common. The self-employed "sharing workers" are responsible for all the insurances, they are never going to get paid overtime anymore, cannot get paid vacations and have to do their taxes on their own. Users of the sharing platforms bear the other part of the risk. They don't know who they are dealing with

and have to rely on the collective judgment and online ratings. We all know how easily these online ratings can be manipulated. The main challenge of the future sharing industry is to protect the self-employed employees' and the consumers' rights.

Adding Value by Sharing Value

Socially, the sharing economy can be boon and bane. One big chance for social engagement lies in the sharing economy's capability to join forces. It can connect people and organizations who have and those who need. One big weakness of social engagement and charity organizations is their general lack of resources to operate and grow. Businesses can help. They can offer sharing platforms for providing support to their customers to generate community engagement. They can connect volunteers for social projects. They can offer to share their premises for good causes, or share some of their products for good use. To make sharing more social again, the direct cash value needs to be subtracted again. Instead, free sharing should be seen as a long-term investment to society and – why not? – to the public image of the company. If companies made their workshops available for creatives and hobby craftsmen at the weekend, not only might the workshop users profit from the available space and sharing their know-how and plans, but the company might in turn be perceived as an interesting potential employer. If a company is perceived responsible and trustworthy, it can strengthen ties between them and their clients. Giving employees the opportunity to be involved in a company's sharing activities like giving away free food to those who don't have enough can not only make the neighborhood but also the workplace more social. Putting unneeded company cars at the

disposal of care facilities for example could be a means to generate positive press coverage. Neighborhood engagement can enhance the relationships with local authorities.

There is also something every one of us can do. We all have something to share, because most people who can read this have too much: the cars which are sitting in the driveways, the large quantities of food that are thrown away, the clothes we rarely wear, the books we have already read, and let's not forget: we all have knowledge and skills to share. The community as a whole has enough for everyone. There are people who are in need of what you have to share: you can share your things in all kinds of communities like churches, workplaces, schools, neighborhoods and others. Just take what you have and make it available for those around you.

Dr. Annika Beifuss is a member of the German Chamber Ticker editorial team. Additionally, she is project manager for the German Chamber of Commerce's social engagement initiative "More than a Market."

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New German Assurance Senior Manager at PwC Beijing



The Assurance Entrepreneurial Group of PwC China in Beijing was recently enlarged by the arrival of Andreas Schuster as new member of the accounting firm's European and German Business

Group. Mr. Schuster started his career with PwC in Stuttgart in 2006 and has over 9 years of experience in auditing and accounting advisory services. From 2011 to 2013, he was seconded to the PwC Chicago office where he provided audit services to SEC registrants, mainly in the automotive sector. He is a German Chartered Accountant (Wirtschaftsprüfer) as well as a German Tax Advisor (Steuerberater). His clients range from privately owned middle market companies to listed multinational groups, especially in the fields of automotive, mechanical engineering, retail and IT. Mr. Schuster has extensive subject matter expertise in the areas of German GAAP, IFRS, US-GAAP & SOX. Andreas Schuster succeeds Nils Hansen, who moved back to PwC Germany's Stuttgart office.

SMS Siemag and SMS Meer Restructure Business in China under the Umbrella of SMS group

The legal entities of SMS Siemag and SMS Meer in China have recently started to restructure their business and operate under the common roof of SMS group. SMS group is a leading supplier of plants, machines and services for the metallurgical industry. Its Chinese subsidiaries, collectively called "SMS group China", are headquartered in Beijing with workshops and branches in Shanghai, Wuhan and Tianjin. Mr. Stefan Leser, President and CEO of SMS group China, said, "The restructuring is expected to lead to more uniform structures and procedures in sales, contracting, manufacturing and administration, resulting in a consistent market presence. It will also help the company to optimize its resources and facilities in China to better serve its customers."

Continental Celebrated 20th Anniversary in Changchun and Congratulated its Plant Moonlake's Green Building Label Continental, the automotive supplier, tire producer and industry partner held its 20th anniversary celebration in Changchun

and congratulated Plant Moonlake on being awarded the Green Building label. Continental has been developing in China for more than 20 years since it entered China in 1994. Changchun was one of the earliest cities where Continental established plant in the Chinese market and is a very important global production base for Continental. Continental Changchun Plant Moonlake strictly controls production and imposes strict requirements on green, environmental protection and corporate social responsibility. Plant Moonlake was awarded the Three-star Certificate of Green Building Label in September 2015. It is the first enterprise to receive the honor in Northeast China and throughout the national automobile industry and automobile electronic industry.



Continental Automotive Changchun Location Continues to Support Local Schools



On 18th November, with the support from Changchun Youth League, plant manager of Changchun Plant Jingkai, Dr. Olaf Pannenbaecker along with management team visited a local Wuxing Primary school in Shuangyang Zone, bringing desks, computers and other study materials for the students. They received a warm welcome from the teachers and the students. Most of the students in this school are the left-behind children whose parents have gone to the city seeking work. Continental continues its commitment to support Chinese education, and this is the second consecutive year Changchun location supported local primary schools.

Head of German Desk in Beijing

Mr. Fabian Knopf joined Dezan Shira & Associates in early 2010 in their Beijing office and has just returned to this office in October after working in the firm's offices in Shanghai, Suzhou, Shenzhen, Guangzhou and Hanoi. His expertise lies mainly in corporate structuring strategies and compliance in accounting, tax compliance and HR. He regularly travels to meet partners and clients and is also a frequent speaker for industry groups, government institutions and graduate programs. As the head of Dezan Shira's German Desk, he oversees Asia Briefing's German content and publications and manages German media and business partnerships. Dezan Shira is cooperating with ETL, a top five accounting firm in Germany, to support mid-sized companies with their expansion in China, India and ASEAN markets.



Schuler Builds New Demonstration Center in Tianjin

In Tianjin, Schuler is building a new demonstration center equipped with the latest press technology. The new Servo TechCenter will feature a state-of-the-art press with TwinServo Technology (TST) and a force of 1,600 metric tons. Schuler is investing over EUR 10mn in the project. "We have registered a growing interest in our servo presses also on the Chinese market," says Schuler China CEO Oemer Akyazici. "With our Servo-TechCenter Tianjin, we are creating an ideal demonstration and reference center for existing and potential customers." The Servo TechCenter Tianjin will be opened in spring 2016. Schuler will also use the facility to produce parts for the growing Chinese market for dual-clutch and automatic transmissions. With a floor space of around 6,500m², the facility will initially employ around 30 Schuler staff rising to 50-60 during the second expansion stage.



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Airbus A320neo Receives Joint EASA and FAA Type Certification

The world's best-selling single aisle aircraft, the A320neo, received joint Type Certification from the European Aviation Safety Agency (EASA) and the Federal Aviation Administration (FAA) on 24th November 2015. The certified aircraft is powered by Pratt & Whitney Pure Power PW1100G-JM engines. The A320neo Family incorporates the latest technologies including new generation engines and Sharklet wing tip devices, which together deliver more than 15 percent in fuel savings from day one and 20 percent by 2020 with further cabin innovations. Launched on 1st December 2010, the A320neo Family has captured some 60% share of the market.

First "Evonik Cup" Soccer Tournament Deepens Customer Engagement in China



Organized by Evonik Industries, the first "Evonik Cup" soccer tournament attracted a total of seven teams made up of customers. Since 12th October, 3 preliminary games and 2 semi-finals have been carried out in Shenyang, Tianjin and Beijing. On 25th October, former BVB player Mr. Karl-Heinz Riedle attended the finale in Beijing as the chief referee and gave both finalists professional instructions and training before the game. As a nip-and-tuck game, the 90 minutes saw a draw of 2:2. It was finally during the penalty kick that Shandong Zhonghui International Trading Co., Ltd won the championship with the total score of 4:3. To further engage customers and strengthen partnership, "Evonik Cup" was held for the first time. It is also part of Business Line Animal Nutrition's Simply Efficient campaign, which aims to promote Evonik's products and services to its customer in North Asia.

Mubea Makes Progress Building New Production Lines

Mubea Automotive Components (Shenyang) Co., Ltd has finished its first suspension coil spring line in the new factory and the second production line is in progress. Mubea Shenyang has co-operations with the North eastern University-School of Materials and Metallurgy, Shenyang equipment manufacturing engineering school and also with the Dalian Vocational Technical College. Mubea implements the dual apprenticeship system in locations worldwide



and encourages international mobility between its plants. At present Mubea Shenyang

has 148 employees in planning. As a leader in development and manufacture of automobile products, the company is focused on its north China customers and concentrated on light weight component design, vertical integration from raw material to finished product, and internal development of production processes.

CWS Consulting GmbH Opening Branch in Shenyang

CWS Consulting GmbH, a German company originally founded in Obernkirchen in Niedersachsen, known for consulting services in project management, assembly planning and logistics and already active in Shenyang for 5 years, is proud to announce the opening of a new office in Shenyang and the official founding of CWS Consulting (Shenyang) Co., Ltd. With the establishment of the Shenyang branch a major milestone was set for the German-Chinese collaboration of CWS Consulting. Since the opening, 5 local colleagues were able to join the team to give full support to customers all over north eastern China. In 2016, the target of the local branch is to grow with local experts to widen the range of services and furthermore increase the German-Chinese cooperation in Shenyang.

New structure of DB Schenker in North China

In December 2015, DB Schenker consolidated its three northern sub-regions into two: North and North East China. The merger brings together the Beijing area with Hebei, Shandong, Shanxi and Inner Mongolia into one combined North China Region. Mr. Leon Bai has been appointed general manager, North China region. Mr. Bai joined DB Schenker in 2005 based in Australia and later in Beijing to take responsibility for the Asia Trade Lane Development. He later assumed branch manager roles for DB Schenker in Changchun and Dalian, and was promoted to general manager, region North China in May 2013. With his new appointment he takes on an expanded responsibility for Beijing, a major business center for DB Schenker's operations. The regional merger results in leaner structures for DB Schenker, allowing faster decision-making and better focus on its clients in the region.



Bureau Veritas Honored the Best CSR Partner for Chinese Textile & Apparel Industry



The med with "Pioneering Decade, Innovative Future", the

Annual Conference on Social Responsibility of Chinese Textile and Apparel Industry and the 10th anniversary event for social responsibility practice of China National Textile and Apparel Council (CNTAC) was held in Beijing on 10th December 2015. Bureau Veritas, a professional service provider in CSR certification and consulting, was invited and honored the "Best CSR Partner of Chinese Textile and Apparel Industry". Over the years, Bureau Veritas has maintained close partnerships with many textile enterprises in China, providing CSR auditing services for business members of CNTAC. Besides the textile industry, Bureau Veritas has also delivered CSR-related services to enterprises from other industries, such as ISO26000 standard training for Samsung and Foxconn and CSR report compiling & training for CNBM, Air China, Tsingtao Brewery, Lafarge and State Grid Tibet Electric Power Company Ltd.

ControlExpert China and Generali China working Together for Future Success

On 30th December 2015, ControlExpert (C€) China signed one year service contract with Generali China Insurance Co., Ltd. C€ China will provide its full auto claim checking service to the new partner. This shall greatly enhance the efficiency of the claim process, prevent fraud as well as reduce costs for the latter. "We are honored to work with Generali and will strive to deliver the best service to our clients," said Mr. Steven Yuan, CEO of ControlExpert China. As one of the leading claim checking service providers in Germany, ControlExpert GmbH, founded 2002, is now active in 11 countries worldwide. C€ entered the Chinese market in 2012 and provides services to domestic and international insurance companies with its auto claim checking expertise. Besides China, C€ also works closely with Generali insurance group in other countries including: Germany, Italy, Austria and Brazil.

a.hartrodt Group Holds First China Sales Conference

The German logistics company a.hartrodt Group held its first China Sales Conference in November 2015 in Guangzhou. Sales colleagues from Beijing, Dalian, Shanghai, Tianjin, Xiamen, Hongkong, among others, attended the conference. It was a great opportunity to share



each office's experiences, discuss the strategies and tactics that make company vision become reality, learn new things and listen to the views about different market places. The aim of the conference was to have the chance to improve technical and sales skills, problem solving, highlight achievements, and recognize efforts; learn how to introduce new products and services; share successes and failures in order to offer clients better logistics services.

Behringer China Moves to New Office

In October 2015, Behringer GmbH Shenyang Representative Office relocated to a new office location in Shenyang. In comparison to the former location, the new site has more convenient transportation options for customers and staff members. The new office also has a bigger space and better surrounding environment for the constantly growing team. All other contact information remains unchanged.

New Members North China

For full contact information and company profiles of our new and existing members, please visit www.german-company-directory.com

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Beijing Fraser Suites Real Estate Management Co., Ltd.
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Ms. Zhaohui Li

Director
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Mr. Andreas Stecken

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2nd November 2015 **Event:** Seminar
Topic: How to apply for visa to Germany
Venue: Embassy of Germany, Beijing
Speakers: Ms. Patricia van de Water | Deputy Head of the Visa Section, German Embassy Beijing
 Ms. Christina Yang | Operation Manager TLScontakt Beijing
 Ms. Li Nan | Visa Service Manager, German Industry & Commerce Greater China – Beijing



3rd November 2015 **Event:** Seminar Beijing
Topic: The true audit – How to make good use of it
Venue: German Chamber Office Beijing
Speaker: Ms. Grace Shi | Partner, ECOVIS R&G Consulting Ltd.

4th November 2015 **Event:** Interchamber Breakfast Seminar Tianjin
Topic: Lean Culture Change Management: How Real Teamwork and Neuroleadership Make You a More Successful Company
Venue: The Astor Hotel Tianjin
Speaker: Mr. Weert Jacobsen-Kramer | Owner and CEO, Team Think

Lean Management has become an important issue for company success in recent years. To provide a deeper insight into this topic, the German Chamber of Commerce together with the EUCCC organized this informative and practical Breakfast Seminar about Lean Culture Change Management on 4th November 2015. The speaker, Mr. Weert Jacobsen-Kramer, owner and CEO of Team Think, shared his knowledge on how to create mind set change in organizations that make Lean Management tools work. Further, he introduced insights of Neuroscience about a more efficient leadership style. During interactive Q&A sessions participants had the chance to share their experience and ask questions.

6th November 2015 **Event:** Workshop
Topic: Efficiency increase in HR & production and company visit at JUMO Dalian
Venue: JUMO Automation Dalian Co., Ltd.
Speakers: Mr. Stefan Dette | President, JUMO China
 Mr. Rainer Burkhardt | General Manager, Burkhardt & Partner
 Mr. Martin Tjan | Managing Partner, Deininger Consulting China
 Mr. Max J. Zenglein | Economic Analyst China, German Chamber of Commerce – North China

6th November 2015 **Event:** Special Seminar
Topic: New German Visa Application Process for Chinese Business Travelers
Venue: Wellington College International Tianjin
Speaker: Ms. Li Nan | Visa Service Manager, German Industry & Commerce Greater China – Beijing

10th November 2015 **Event:** Special Seminar
Topic: Salary Developments 2016
Venue: Kempinski Hotel Shenyang
Speaker: Mr. Max J. Zenglein | Economic Analyst China, German Chamber of Commerce – North China

10th November 2015 **Event:** Praktikantenstammtisch Beijing
Venue: Schindler's Anlegestelle

14th November 2015 **Event:** German Ball 2015 Beijing
Topic: In 80 Tagen um die Welt
Venue: Kempinski Hotel Beijing Lufthansa Center

See special insert in German Chamber Ticker 2015 | 06 for pictures, quotes and stories from the German Ball 2015. Available online <http://china.ahk.de/gc-ticker/magazine/china-young-and-old/> or you can download the GC Ticker available for Android and Apple.

16th November 2015 **Event:** Kammerstammtisch Beijing
Venue: Drei Kronen 1308 Brauhaus, Beijing



17th November 2015 **Event:** Kammerstammtisch Shenyang
Venue: Lenbach Beer House, Shenyang

17th November 2015 **Event:** Joint Chamber Seminar
Topic: Anti-trust regulation and its impact on the automotive industry in China
Venue: The Office Park Beijing
Moderator: Mr. Thomas Heck | Partner, PwC, Assurance, Shanghai Office
Speakers: Ms. Catherine Shen | Partner, PwC, Legal, Beijing Office
 Mr. Stephen Ducker | Partner, PwC, Risk Assurance, Beijing Office

19th November 2015 **Event:** InterChamber Tax Seminar
Topic: The Development of China's Tax Policy Under The Environment of Boosting Economy
Venue: Renaissance Tianjin Lakeview Hotel
Speakers: Mr. Kelvin Lee | Director, Tianjin, China Tax & Business Advisory Services PwC
 Ms. Zhanjun Wang | Senior Manager, Tianjin, China Tax & Business Advisory Services PwC
 Ms. Sophia Li | Senior Manager, Tianjin, China Tax & Business Advisory Services PwC and others

20th November 2015 **Event:** Seminar
Topic: Key Points of Managing SMEs from the Eyes of Accountants – Internal Control
Venue: German Chamber Office Tianjin
Speaker: Mr. Ken Lee | Partner, Lee & Lee Associates

24th November 2015 **Event:** Seminar
Topic: Healthy Living in Beijing
Venue: German Chamber Office Beijing
Speaker: Dr. Reinhard Krippner | Family physician, Beijing United Family Hospital



25th November 2015 **Event:** Kammerstammtisch Tianjin
Venue: Drei Kronen 1308 Brauhaus, Tianjin

3rd December 2015 **Event:** Charity Christmas Party in cooperation with German Centre for Industry and Trade
Venue: German Centre Beijing DRC Liangmaqiao



The German Chamber of Commerce – North China together with the German Centre for Industry and Trade Beijing Co. Ltd. invited their members to their annual Charity Christmas event on 3rd December 2015 to celebrate the Christmas season.

The event is an annual get-together with colleagues, business partners and friends to open the Christmas season while having snacks and typical Christmas drinks. With fresh "Lebkuchen" and a big selection of different Christmas cookies the guests could listen to Christmas songs and enjoy hot alcoholic and non-alcoholic drinks such as mulled wine and fruit punch. An eye-catcher was the "Feuerzangenbowle" which was prepared while the 1944 classic movie of the same name was shown as one of the evening's highlights.

An important purpose of the event was to collect donations for a charity project that supports migrant workers' children at the Hong Qi primary school. This year's charity event set a new record with total donations of more than RMB 10,000. The money will be used to cover the costs for urgent repairs of the school building, learning materials for the children and other school equipment, such as furniture for the classrooms.

4th Event: German Chamber Christmas Dinner
December 2015 Venue: Paulaner Tianjin



On Friday 4th December 2015, the German Chamber of Commerce in Tianjin invited its members together with their families to a special Christmas Dinner at the Paulaner Beer House in Tianjin. All guests enjoyed German delicacies like Viennese Schnitzel, pork knuckle, Sauerkraut and a variety of German beers in a pleasant atmosphere. In addition, a special Christmas quiz was waiting for all participants. After 24 questions and two tie-breaker questions, the best team among all seven teams received a keg of beer as a prize. This members' evening provided the perfect opportunity to welcome the advent season, review the year with business partners or just meet with friends for dinner and drinks.

7th Event: Seminar
December 2015 Topic: Legal and Tax Environment for German SMEs in China
Venue: Shangri-La Hotel Shenyang
Speakers: Ms. Fiona Liu | Senior Manager Corporate Services, German Industry & Commerce Greater China - Beijing
Ms. Yedi Li | Senior Manager Legal & Investment, German Industry & Commerce Greater China - Beijing

8th Event: Seminar
December 2015 Topic: Challenges Never Cease - How to Manage China Tax Risk in a Significantly Changing Environment
Venue: Rosewood Beijing
Speakers: Ms. Janny Song | Director, WTS Consulting
Ms. Cissi Zhu | Tax manager, WTS Consulting



8th Event: Praktikantenstammtisch Beijing
December 2015 Venue: Schindler's Anlegestelle

8th Event: Biz Socializer
December 2015 Topic: Interchamber Business Networking
Venue: The Westin Tianjin

9th Event: Inter-Chamber Christmas Mixer in Dalian
December 2015 Venue: Wednesday Kempinski Hotel Dalian



9th Event: Automotive Roundtable Shenyang
December 2015 Topic: Challenges for Automotive Suppliers in China
Venue: Dr. Schneider Automotive
Speakers: Dr. Yubo Wang | General Manager, Dr. Schneider Automotive Parts Liaoyang
Mr. Marcus Alexander Lamer | Head of Visa Section and Consular Affairs, German Consulate Shenyang
Mr. Jan Carl Block | Regional Manager Shenyang, German Chamber of Commerce - North China

On 9th December 2015 the German Chamber of Commerce in North China organized the first roundtable event especially for representatives of the automotive industry in Shenyang. This event called "Automotive Roundtable" is designed to provide a new exchange platform for plant managers and decision makers from local automotive suppliers, OEMs and related industries to share experiences, information and ideas. These activities will be regularly organized at the manufacturing facilities of a German Chamber Member and will generally be combined with the attendance of external experts, a brief introduction of the host company and a guided factory tour.

The first occasion took place at the facilities of Dr. Schneider Automotive Parts in Liaoyang and focused on the topic of current obstacles and challenges for local automotive suppliers in China. Due to the expectation of more moderate growth rates and rapid changes in the economic environment, it becomes more and more crucial to foreign invested companies to adapt to these changing circumstances in China. This first session was attended by several general managers from German component suppliers and was moderated by Dr. Yubo Wang, General Manager of Dr. Schneider Automotive Parts Liaoyang and Mr. Jan Carl Block, Regional Manager Shenyang of GCC North China.

After a short round of introductions, Dr. Yubo Wang introduced Dr. Schneider as a globally operating, fast growing but still medium-sized automotive supplier for interior parts with a broad customer base and guided the participants through the expanding production facilities. Dr. Wang also shared his cooperation experiences with a local vocational school for employee qualification which supports him to keep a remarkably low fluctuation rate over the past years. As a following topic on the agenda, guest speaker Marcus A. Lamer, Head of Visa Section at the German Consulate in Shenyang, gave a short introduction about important changes of the procedure for business visa and their influence on German companies in China.

During the second part of the event, Mr. Jan Carl Block, Regional Manager Shenyang, introduced the top challenges for foreign invested companies in China based on the results of the GCC Business Confidence Report 2015 (BCS) to initiate an open discussion about current obstacles for automotive suppliers in China. During the lively



exchange, the attendees shared their own experiences which altogether supported the BCS results and made clear, that there is a quite different view on how managers value the importance of different challenges and their influence on their business in China. A further important result was the classification of topics for upcoming roundtables and the agreement on general requirements for this new event.

The first session ended with a dinner buffet at the location. With almost all of the participants coming from local automotive companies, this first Automotive Roundtable provided a very promising start to implement a new exchange platform mainly for managers and decision makers of the growing automotive industry in Shenyang.



10th Event: Seminar
December 2015 Topic: Legal and Tax Environment for German SMEs in China
Venue: German Center Office Tianjin
Speakers: Ms. Fiona Liu | Senior Manager Corporate Services, German Industry & Commerce Greater China - Beijing
Ms. Yedi Li | Senior Manager Legal & Investment, German Industry & Commerce Greater China - Beijing

11th
December 2015
Event: Kammerdinner
Topic: Jahresrückblick 2015 und
Jahresausblick 2016
Venue: Kempinski Hotel Beijing Lufthansa
Center
Speaker: Mr. Michael Clauss | Botschafter der
Bundesrepublik Deutschland in der VR China



Following a tradition of many years, the German Chamber of Commerce | North China was delighted to welcome the German Ambassador Mr. Michael Clauss as guest of honor at the last Kammerdinner of the year. Mr. Lothar Herrmann, President and CEO of Siemens Limited China as well as Chairman of the German Chamber of Commerce | North China welcomed the members and guests and opened the evening.

The Ambassador presented a review of 2015 and an outlook for the coming year by looking at developments in the fields of foreign policy, economy and economic reforms in China as well as bilateral relations between China and Germany.

Following the speech and the audience's questions to the Ambassador, three new members of the German Chamber took the opportunity to introduce themselves to the guests and provide a short overview of their activities in China: Mr. Andreas Stecken, executive director of MollerTech Automotive Parts (Langfang) Limited; Ms. Beatrix Frisch, general manager of Mackevision China and Mr. Gerrit Krueger, marketing manager of Kenfeng-KWS Seed Co. Ltd.

As one of the Chamber's longstanding supporters in Shenyang, Dr. Yubo Wang, general manager of Dr. Schneider Automotive Parts (Liaoyang) Co., Ltd., reported on the recent activities of the German Chamber and the newly founded Automotive Roundtable in Shenyang which was hosted at his company's premises in the same week.

Buffet dinner and drinks were served afterwards providing guests with plenty of opportunities to mingle and network.



12th
December 2015
Event: Special Event InterChamber Christmas
Market
Venue: Star Mall, Shenyang



13th
December 2015
Event: Special Event - German Christmas
Market
Venue: The Astor Hotel Tianjin



The Sino-German community came together on Sunday, 13th December for this year's German Chamber Christmas Market at The Astor Hotel in Tianjin. In a festive ambience all guests had the chance to meet with friends and colleagues to celebrate this beautiful season of the year. A special buffet with lots of Christmas delicacies like roast turkey, honey baked ham, red cabbage, baked apple pie, Christmas Stollen and more was prepared by the hotel. On the outside terrace, guests enjoyed BBQ with German grilled sausages and warming Glühwein (mulled wine), thus following the tradition of an authentic German Christmas market. Children played at the kid's corner organized by Ready Steady Go Kids and had fun with creating and painting Christmas cards. Santa Claus was also around to give sweets and little presents to the kids. Several vendors gathered inside and outside with beautiful decorated stalls selling German breads, cakes, pastries, craftworks,

chocolates, coffee, honey, wine and more. The revenues from the selling of handmade products at the Charity Bazaar Beijing will be donated to support the charity projects Little Flower and Stars & Rain, which help disabled children and children with autism and incurable diseases. Finally, all guests had the opportunity to win one of numerous prizes at the lucky draw. The German Chamber would like to thank all supporters who made this special day happen and wishes everyone a Merry Christmas and a Happy New Year 2016!



14th
December 2015
Event: Kammerstammtisch Beijing
Venue: Hacker Pschorr Brauhaus Beijing

15th
December 2015
Event: Kammerstammtisch Shenyang
Venue: Wempe Bakery Shenyang

15th
December 2015
Event: Seminar
Venue: Wednesday Kempinski Hotel Dalian
Topic: The New Developments and
Countermeasures of Anti-tax Avoidance
Venue: German Chamber Office Beijing
Speaker: Ms. Hongxiang Ma | Managing
Partner, M.Y. Associate

16th
December 2015
Event: Young Professional Interchamber
Christmas Mixer
Venue: The Bar at Migas Beijing

17th
December 2015
Event: Interchamber Networking
Venue: Sofitel Beijing

30th
December 2015
Event: Kammerstammtisch Tianjin
Venue: DreiKronen 1308 Brauhaus Tianjin

Beijing Training Calendar February - March

| | |
|---|---|
| February 2016 | |
| 26 th February 2016 | Intensive Business Writing (EN) |
| 29 th February 2016 | PowerPoint Essentials (EN) |
| March 2016 | |
| 1 st March – 23 rd June | Business German Courses B1.1/ B1.2 (GER) |
| 1 st March – 23 rd June | Business German Courses A1 (GER) |
| 2 nd March – 25 th May | Advanced English in Business (EN) |
| 2 nd March – 25 th June | Business German Courses B2 (GER) |
| 2 nd March – 25 th June | Business German Courses A2 (GER) |
| 2 nd March – 29 th June | Wirtschaftskommunikation C1 (GER) |
| 4 th March | Chinese Business Etiquette Training (EN) |
| 7 th March | Excel Productivity Café (CN) |
| 10 th – 11 th March | Communication and Negotiation Skills (CN) |
| 18 th March | Training on New Environmental Protection Law and Standards (CN) |
| 22 nd March | Smart Logistic and Supply Chain Management (EN) |
| 28 th March | Presentations: Presenting with PowerPoint (EN) |
| 30 th – 31 st March | Effective Business Writing in German (GER) |

Training Highlights - North China**Chinese Business Etiquette Training**Date: 4th March, 2016**Objectives and Content**

- Understand the Chinese system of morals, ethics, and hierarchy that drive decisions and behavior
- Effectively lead and manage your Chinese staff
- Make a good impression, establish trust, and gain respect from your Chinese partner
- Master negotiations and sales with your Chinese partner
- Navigate Chinese business meetings and banquets with confidence

Target Group

Foreign expatriates across all departments and positions who interact with Chinese business partners or colleagues.

Smart Logistic and Supply Chain ManagementDate: 21st – 22nd March 2016**Objectives and Content**

- What is a Smart Logistic and smart supply chain management
- Learn about the benefits and efforts to introduce your organization to SMART logistics and smart supply chain management
- Learn to improve the robustness of your processes and reduce the susceptibility to trouble of a supply chain
- Approach for the continuous optimization of smart logistics networks
- Introduce models for the strategic, tactical and operational logistics planning and control

North China contact:
Ms. Ying JIANG
☎ 010-65396712 ✉ jiang.ying@bj.china.ahk.de

Regular Social Events in Beijing, Tianjin and North China**Beijing:**

Kammerstammtisch – every third Monday of the month at 7.00 pm in varying locations (Please visit the event calendar on our website or subscribe to our Newsletters and Invitations)

Praktikantenstammtisch – every second Tuesday of the month at Schindler's Anlegestelle, Beijing, 7.00 pm

Tianjin:

Kammerstammtisch – every last Wednesday of the month at Dreikronen1308 Brauhaus, Tianjin 7.00 pm

Shenyang:

Kammerstammtisch – every second Tuesday of the month at 7.00 pm in varying locations

Note: Please always find the latest event calendar on our website: china.ahk.de/chamber/events/

Annual General Meeting and Board Election on 14th April

This year's annual general meeting of the German Chamber of Commerce | North China will be held on Thursday 14th April 2016 and a new Board of Directors will be elected for a two year term.

One company representative per member company as well as private members have the right to vote for a new board, which represents the companies' interests and supports the Chamber's work in North China. Members may nominate candidates to stand for election to the Board via email or fax until Wednesday 17th February 2016. Invitations and more detailed information about the agenda of the evening will be provided to German Chamber members by email.

New Benefit Partner Tianjin

For a detailed description of our Benefit Partner Program, please visit our website: <http://china.ahk.de/chamber/benefit-partner>

Ready Steady Go Kids Sports Center
澳睿跑 (中国) 儿童运动教育中心
A3-6 Aocheng, Bin Shui West Avenue, Nankai District, Tianjin
天津市南开区宾水西道奥城商业广场 A3 写字楼 6 层

Contact: Mr. Harry Hu

Tel: 400-8166-812

Email: contact@readysteadygokids.com.cn

Benefit: Receive 3 classes for free by purchasing 48 classes to be finished in 21 months instead of 18 months, plus get one Lexon product and one imported non-toxic football for free.

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Continental Celebrates its Groundbreaking of Tire Plant Expansion in Hefei

On 16th November, Continental celebrated the groundbreaking of its third expansion project of the tire plant in Hefei. Honored government guests, the management team of Continental Tires Division as well as employees and media were warmly welcomed by Mr. Michael Egner, general manager of the tire plant. With the investment of around EUR 250mn in the course of the coming two years, the total investments in Hefei will reach around EUR 570mn. The production capacity will increase to around 14 million tires and a substantial amount of new jobs will be created. This investment is part of Continental's Tire Division long-term strategy "Vision 2025" in which Continental has systematically invested more than EUR 2bn in the establishment and expansion of global production capacities and high-tech projects for tires since 2008.



Liquidity Services Attend the Procurement Success Summit 2015 in Shanghai

Liquidity Services (NASDAQ: LQDT), a global solution provider in the reverse supply chain with the world's largest marketplace for business surplus, attend the Procurement Success Summit 2015, a meeting for more than 200 innovators in the procurement industry, held in Shanghai from 11th to 12th November 2015. Company leaders discussed emerging trends in procurement and reverse supply chain management. The presentation by Mr. Mike Besecker, senior vice president of Global Sales for the company's Capital Assets Group covered specific topics related to the optimization of the reverse supply chain including future challenges, how to redeploy or sell idle assets, and management strategies for achieving overall business goals.

New Appointment at EIM China



The EIM Group is pleased to announce that, as of 1st November 2015, Ms. Brigitte Wolff has been appointed as president China to lead EIM's Chinese, Indian and ASEAN operations.

Based in the EIM Shanghai office, her skills, expertise and ties within the German business community in Asia will further augment EIM's ability to deliver value to clients in the region. With EIM Partner's combined experience of more than 300 years, EIM delivers the right manager for the right challenge: to help companies digest an acquisition, face a sudden crisis, conduct reorganization or just fill in the gap when losing a top manager. With 18 offices worldwide and a pool of 30,000 managers, EIM has successfully solved 8,000 assignments in the past 25 years. For over eight years, EIM applied the same model in Greater China with more than 200 assignments served from its base of 800+ qualified managers.

Staufen Wins Hidden Champion Award



This year Staufen has been awarded Germany's best Lean Management Consultancy in the "Hidden Champion" Consultancy Industry study 2015. They are very proud of this recognition by their

customers. The "Hidden Champion" award is the third official recognition that Staufen AG received in 2015.

The General Manager of MENNEKES Industrial Electric Invited to the Sino-German Economic Advisory Committee Meeting



On the morning of 30th October 2015, Chinese Premier Li Keqiang and German Chancellor Angela Merkel visited Hefei University together and announced the establishment of the Sino-German Educational Cooperation Demonstration Bases and Cooperation Fund of Chinese government. Afterwards the two ministers attended the Sino-German Economic Advisory Committee Symposium. As a member of the Sino-German Economic Advisory Committee, the general manager of MENNEKES Industrial Electric (Nanjing) Co. Ltd. Mr. Bernd Wagner attended this meeting. He took the opportunity to converse and take photos with Premier Li Keqiang and Chancellor Angela Merkel.

Swiss SME China Held Successfully



On 2nd November the kick-off event of Swiss SME China was held successfully and attended by more than 50 participants. It was opened by the Consul General of Switzerland in Shanghai welcoming Swiss Association of Small and Medium-sized enterprises (SKV) to China. sim (selective international management), the representative of SKV in China and the head of Asia-Pacific of mageba were invited for speeches and discussion with the audience during the Q&A session. A cocktail reception sponsored by sim was then hosted for further communication and networking. The SKV platform is expected to be enhanced and expanded through the representation in China to enable Swiss SMEs

going abroad and exploring potential sales opportunities and synergies in collaboration with other Swiss SME in China.

FORCAM China Attended Two Big Events



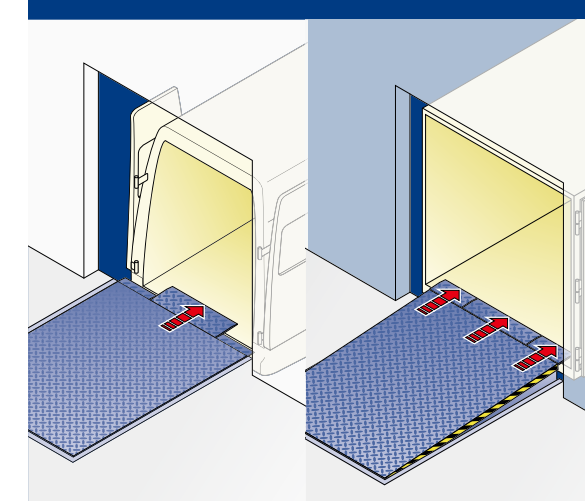
FORCAM China attended two big events: SAE-China Congress & Exhibition (SAECCE) in Shanghai and China Manufacturing Management International Forum (CMMIF) in Tianjin. Their booth was visited by manufacturers from the automotive industry and they exchanged insights on shop floor optimization and productivity improvement with the visitors. At CMMIF in Tianjin, Mr. Bernd Michel, CEO of FORCAM China delivered an attractive speech and attended the panel sessions, sharing the ideas of industry 4.0 with experts from the manufacturing industry.

Clyde & Co Partner has Relocated to Shanghai



Clyde & Co partner Mr. Richard Bell has relocated to the firm's Shanghai office from the Middle East and North Africa (MENA) operations, where he was predominantly based out of Abu

Dhabi heading up the dispute resolution team. The MENA region is seeing a marked and sustained increase in Chinese-led investment and trade; Mr. Bell's move to Shanghai will allow him to act as a key point of connection between China and MENA clients and colleagues. Mr. Bell acts for clients in all areas of dispute resolution and has particular experience in joint venture disputes, property development and infrastructure disputes and disputes arising under franchise, distribution and importer agreements. Mr. Bell frequently acts for clients in cross border arbitration proceedings including LCIA, ICC, DIFC/LCIA, DIAC and ad hoc arbitrations. He also assists clients with court proceedings in overseas jurisdictions and has particular experience in dealing with disputes in difficult jurisdictions and emerging markets.



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Government Officials Visit Century 3



Committee of CPC and other government officials visited Century 3 on 11th November. The visit started with a company tour guided by Mr. Rong He, CEO of Century 3. After seeing the company's daily operation, the government officials held a meeting with representatives from Century 3 to discuss further collaboration with Changning government. During the meeting, Mr. Rong He introduced Century 3's company culture, history, revenue and future plans. Century 3 also proposed a few suggestions regarding tax policies, site planning of Linkong Industrial Park, establishing credit rating system for enterprises etc. Mr. Weiren Wang mentioned that the government will create more policies as an attempt to attract and retain talents and to encourage business innovation, since technical professional elites play an important role for economic growth in the region.

FEIN Established its First Manufacturing Company in China



In December 2015, in order to meet the increasing market demand in Asia and North America for high quality but also more economic professional power tools, C. & E. Fein GmbH established the new production facility in Taicang along with their existing sourcing office, the FEIN Power Tools (Taicang) Co., Ltd. Within the first phase, a new family of magnetic core drills, which was especially designed for the Asian market, will be assembled in the new Taicang facility.

MAHLE Aftermarket Launches Range of Mechatronic Components

For a number of years, the MAHLE Group has been advancing technologies to further reduce fuel consumption and emissions. The focus has also been on the electrification of auxiliary aggregates—which in turn places heavy demands on mechatronic components. Thus for the Aftermarket business unit within

the MAHLE Group the integration of Letrika not only means an addition of its competence in and around the engine but also being able to provide solutions for demands of younger engine technologies other than the combustion engine. In the future, dealers and repair shops will benefit from the long-standing expertise of the MAHLE Letrika specialists in the development and production of electronic and mechatronic products and services as well as their comprehensive technical support.

ZF Appoints New Vice Presidents for Corporate Human Resources and Materials Management for Asia-Pacific



At the beginning of 2015, Mr. Norbert Reichert and Mr. Francois David Martino were appointed as the new vice presidents for corporate human resources and materials management of ZF for Asia-Pacific. With over 18 years experience in responsibilities within HR in ZF, Mr. Reichert was appointed in 2015 as vice president Corporate human resources region Asia-Pacific and assumed responsibility of management and organizational development in corporate human resources. Additionally, ZF also appointed Mr. Martino as vice president to corporate materials



management region Asia-Pacific, who is responsible for purchasing non-production material, corporate purchasing production material, Supplier management and supply chain management since 2015. The appointment of both men represents an increased focus on the expansion of ZF activities in Asia-Pacific.

Minister of Economic Affairs Olaf Lies at BOGE in Qingpu

Maintaining and expanding economic relations between China and Lower Saxony (Germany) was the main focus of the six-day official visit of the Minister of Economic Affairs of Lower Saxony Olaf Lies in autumn 2015. This included a visit to BOGE Elastmetall Shanghai in Qingpu. Dr. Yun Yang, CEO of the company which owns BOGE, Zhuzhou Times New Material Technology Co., Ltd. (TMT), stressed that the focus is on growth. Therefore, they will invest annually at least 5% of sales for the global development of BOGE. Dr. Torsten Bremer, CEO of BOGE



Rubber & Plastics Group informed the Minister about the further development of the automotive supplier BOGE in China such as the additionally planned location in Wuxi where production will begin by 2018 at the latest.

CMS, China Receive Awards

CMS, China has recently been granted the awards of "Top 25 International Law Firms in China" and "2016 China Top 10 Firms to Watch" by Asian Legal Business (ALB) for the second consecutive year. Further, CMS, China was also selected by ALB as "Recommended International Law Firm in M&A" and "Tier 3 Law Firm in Intellectual Property." The awards and rankings in 2015 reflect long-term commitments to top quality service and provision of added value legal advice to clients of many industry sectors.

cut-e Online Assessment is Going Mobile with Siemens

cut-e launched a series of talent assessments via mobile for Siemens apprentice program in October. "We know that our applicant pool is changing in terms of its use of technology and we can see that online assessment adds real value. We wanted to explore the impact of deploying the same sort of tests on smartphones. At the same time cut-e was exploring how such tools could be adapted fairly and reliably and so we worked together" said Ulrike Assmann from Siemens human resources team.

ViscoTec Participated in China High-tech Fair

China Hi-Tech Fair in Shenzhen is an important platform for new technology and development trends of the industry. ViscoTec participated in this exhibition to show the latest research and development of their



products. The event was very successful; many new and existing customers were met. A lot of customers brought along their technical problems, which they had encountered in the processing and dispensing field. Through technical guidance and discussion of the experienced ViscoTec sales engineers were able to find the right solution on the spot.

The 2015 Minol-ZENNER Group International Marketing Conference



From 15th – 20th November, the International Marketing Conference of Minol-ZENNER Group was held in Shanghai. About 100 representatives from the different Minol-ZENNER companies, staff from partner companies and customers from 30 countries attended. Yujian Chen, deputy mayor of Shanghai Songjiang District People's Government, and Mr. Dimitar Abadjiev, consul general of the Republic of Bulgaria, visited the factory and positively remarked on ZENNER's development tendency at the opening ceremony. Four Chinese lions performed at the ceremony. In Chinese mythology, they are symbols of power and strength. During the conference, Alexander Lehmann, president of Minol-ZENNER Group, gave high appreciation to marketing team gains in extending business globally and set the development strategy with partners together under the current financial circumstances.

Beckers Coatings Awarded Safety Recognition

Beckers is a multinational producer of industrial coatings: both water and solvent-borne. Solvent borne coatings are highly flammable and classified as 'dangerous goods.' These fall under specific regulations and there are few local and international coatings companies who hold the necessary production permits. Therefore Beckers



is proud that its three sites in Shanghai, Guangzhou and Tianjin are all certified to produce these products. The sites have received numerous awards for safe production from the relevant authorities. Most recently Beckers was awarded by the Songjiang Environmental Award for being a company with superior safety standards and track record in the previous year. In Guangzhou it was also recently named a 'Safety Model Company.'

Deloitte China Welcomes New Audit Senior Manager from Germany



In November 2015, Dr. Tobias Brembt joined the German Desk at Deloitte China. Dr. Brembt has several years of experience in delivering audit and accounting-related advisory services and is licensed in Germany as certified public auditor and certified tax advisor. He will be the contact person and intermediary for Deloitte's clients regarding audit and accounting-related matters of Germany-based groups with business in China.

Ascendas-Xinsu Marks Ascendas China's 20th Anniversary



Ascendas unveiled the new and refreshed Ascendas-Xinsu on 9th December 2015 in celebration of Ascendas China's 20th anniversary. For 20 years, Ascendas-Xinsu has maintained a high occupancy rate of over 95% and established itself as a model for efficient land use. As of today, Ascendas-Xinsu has attracted foreign investments of up to USD 1bn and created some 10,000 job opportunities. The celebrations continued with the official launch of Ascendas-Singbridge Group in the evening. Speaking at the celebrations, Mr Wong Kan Seng, Chairman of Ascendas-Singbridge Group, said: "The merger of Ascendas and Singbridge is timely as Sino-Singaporean collaborations deepen. Bringing together both companies' combined expertise, customer base, capital resources, and global connections, Ascendas-Singbridge will deliver services best-tailored to the needs of businesses and communities in China."



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New General Manager of Commerzbank AG Shanghai Branch



Commerzbank AG Shanghai branch general manager Mr. Jan Sudmann has left the bank and was succeeded by Mr. Stefan Otto with effect from 1st January 2016. Mr. Otto has worked in leading positions at the Commerzbank Mittelstandsbank in Frankfurt and was heading up the Schiffsbank in Hamburg. At the same time, Commerzbank regional board member Asia, Ms. Edith Weymayr, was appointed divisional board member for the Mittelstandsbank in Southern Germany. Her successor as regional board member Asia is also Mr. Stefan Otto, with effect from 1st January 2016.

Two 2015 China Automotive Industry Equipment Management Events Successfully Held in Shanghai



From 25th to 27th November 2015, the China Automotive Industry Equipment Management Advanced Experience Seminar and China Automotive Industry Equipment Management Council General Meeting were held successfully in Shanghai. The meeting was held by China Association of Plant Engineering Automotive Industry Equipment Management & Technology Center and Voith Industrial Services (Shanghai) Co., Ltd. Shanghai Volkswagen Automobile Co., Ltd. was the co-organizer. The meeting had equipment management innovation and advanced equipment management experience exchange as its theme and gave enterprises a platform to fully communicate with each other on management experience and technology innovation. More than 100 participants from different well known automotive OEMs and suppliers attended this meeting. During the meeting, Voith presented its customized equipment maintenance solutions and shared some success stories, arousing participants' interests.

DB Schenker in China Wins Volvo Quality Excellence Award

DB Schenker in China recently received the Volvo Cars Quality Excellence Award (VQE) for outstanding service performance in 2014-2015. They are proud to be the only logistics provider to have earned the award this year and view it as a significant recognition of their long lasting partnership with Volvo. DB Schenker has been cooperating with Volvo Cars in China since 2012 providing domestic distribution, contract logistics and air freight services.



Business and Academic Leaders Gather at HBS Global Executive Forum China



Marking Harvard Business School (HBS) Executive Education's 10 year anniversary in China, the school's first Global Executive Forum China was held 20th – 21st November in Shanghai, bringing together more than 250 senior executives and past participants of executive education programs in China. The event was held at the International Financial Center (IFC) in Lujiazui, where the Harvard Center Shanghai is located. HBS Executive Education invited some of China's most respected entrepreneurs, including NetEase founder Mr. William Ding, Huawei Technologies Co., Ltd. founder and CEO, Mr. Ren Zhengfei, and Chairman of Vanke, Mr. Wang Shi, among others, as the Forum's keynote speakers to lead the debate on the challenges and opportunities businesses face in China, as the country transitions its economy. Senior associate dean of HBS, Professor Das Narayandas, Professor Felix Oberholzer-Gee and Professor Krishna Palepu shared academic insights and research, and facilitated discussions on case studies.

Siemens Factory Groundbreaking Ceremony in Lingang, Shanghai



In October 2015, the groundbreaking ceremony of Siemens Wind Power Blades (SWPB) Factory extension took place in Lingang, Shanghai. Over the next 12 months, the size of the production workshop will be more than doubled to more than 23,000m². The new factory is to enhance production capacity and lay the foundation for capability to locally manufacture blades for low-wind and offshore applications, which are up to 75 meters long. Already during the design phase, full attention has been given to the plant's energy efficiency and sustainability. With incorporation of state-of-the art building equipment and appliances, it is aimed to once again achieve LEED certification. The first phase of the factory already received the LEED Certificate in January 2013. As soon the new workshop is up and running, wind-blades from here will be delivered around the globe, produced in a sustainable factory, to generate green-energy.

New Team Members at Karl Gross Shenzhen



Karl Gross Logistics (Shanghai) Co., Ltd. – a fully owned daughter company of Germany based Karl Gross Internationale Spedition GmbH – recently welcomed several new team members in their Shenzhen office. Mr. Jason Yang joined the team as Sales Executive for Southern China. Ms. Clare Lu, Ms. Nancy Pan, and Ms. Sara Song are also new 'on board' – all of them active in customer service and import/export freight forwarding and logistics operations. The new colleagues add numerous years of experience in the international logistics sector to the Karl Gross Shenzhen team.

4flow Moves Shanghai Office into Larger Premises

4flow moved its Shanghai office into larger premises in December 2015. The decision to carry out a second move within one year was due to company growth resulting from high customer demand. Since its foundation in 2011, the office has acquired many new customers from the automotive, consumer goods and retail industries, amongst others. An influx of international companies and an increasing demand for logistics consulting and management makes Shanghai an important location for 4flow. Ever since starting up, 4flow has continued to grow. With the move, they will provide increased space for newly arrived employees.

Bareth Professional Coach Training Accredited by ICF



Bareth Management Consultants led by Ms Terese Bareth, PCC, a coach with many years of experience in international business environment, and specialized in systemic approach conducts trainings in English, German and Chinese. Bareth's "KeQing Systemic Coaching Course CORE" provides a solid base for practicing coaching and opens the way to credentialing by International Coach Federation (ICF). For the first time, the German community in China, as well as the Chinese participants, have the opportunity to receive a coaching education at the highest global level, assured by ACTP accreditation, and leading to worldwide recognized credentials.

BLG Office Relocation

BLG LOGISTICS GROUP was established in 1877 and went on to become an important automobile logistics company in Europe. The first representative office in China was founded in 2007, and a WOFE company established in 2012 to further expand business in China. In 2016, BLG China will relocate to a new office in One Lujiazui in Shanghai to have a more intimate connection with its potential clients who are located in/around Shanghai.

Mayor Osswald Visits Schmalz China

On 28th October 2015, the Mayor of Freudenstadt, Mr. Julian Osswald, visited Schmalz China alongside Mr. Michael Krause (tourism director) and Mr. Jürgen Schnurr from the heritage association. The delegation traveled for the opening of a liaison office in Peking and to promote Freudenstadt as a health resort for Chinese tourists. During their trip, they also spent an afternoon getting to know the local Schmalz community better. Stefan Eisenkohl, vice president of Sales & Marketing and Zhan Gao head of gave them a tour of the company and the business divisions.



Our Profile

The Retail Performance Company (rpc) is a joint venture of the BMW Group and the h&z Unternehmensberatung AG consultancy. rpc offers a comprehensive portfolio of retail performance solutions at a global level. Our team of trainers, coaches and consultants has many years of solid theoretical and practical experience in all aspects of the retail business. The focus of our work is on sustainably increasing performance and efficiency in sales and retail. We develop custom solutions for optimization, qualification, performance improvement and steering of retail and sales functions with our consulting, coaching, training and HR services. Customer-orientation and sustainability are at the core of our concepts.

We provide all of our retail business services from a single source. Our clients appreciate our holistic approach from the initial concept and implementation to the sustained support we offer for our services.

Our Ambition

rpc develops implementable solutions and provides active support during Implementation and maintenance. Our services primarily focus on the people, processes and structures of companies. Whether for single retail businesses, trade organizations or at the enterprise level, we look at all the functions and areas that have an impact on all aspects of sales performance: leadership development; human resource development; employees' professional and social qualifications; strategic and operative organizational development; business analysis, steering & monitoring; process optimization and process development. We become your partner in all sales-related matters. Based on the continuous exchange of knowledge and experience with our clients we create pragmatic solutions and synergies to realize measurable success – this is the 'DNA' of our concepts. Our concepts are focused around our client's global strategy. We implement our concepts according to local market requirements and client needs in collaboration with our local consultants.

Our Location

The Retail Performance Company is an autonomous, independent company based in

Munich. As an internationally active partner, we are represented in many different markets by local consultants, coaches and trainers.

China

In early 2015, rpc opened a new, wholly-owned subsidiary in Shanghai, China. rpc Managing Director Christian Feilmeier has been appointed chair of the new office and will be responsible for operational activities, alongside another manager of equal rank.



A number of other markets around the world are currently supported through various projects conducted out of the initial rpc locations. Additional permanent locations are in the works

Knauf China Celebrated its 20th Anniversary in Shanghai



In October 2015, Knauf China celebrated its 20th anniversary in Planet Space, Elite-valley Park of Shanghai. During the celebration, Knauf exhibited the Knauf Werktag China 2015 under the theme of "Let's shape the future together," bringing a wide range of innovative, professional system solutions to new building material products, which received high appreciation from partners, customers and professional visitors. A gala dinner was also hosted for representatives from Knauf's partners, customers and employees. Knauf's family members and all the top management attended the celebration. Mr. Michael Zhang, the Greater China CEO of Knauf, said, "Knauf China always attaches great importance to China's market, and will continue to increase investments in the Chinese market."

Schaeffler Greater China Honored as "China Top Employer"

Schaeffler Greater China was honored as "China Top Employer 2016" – one of the most prestigious awards in the field of human resources. Dr. Zhang Yilin, CEO of Schaeffler Greater China and Ms. Liu Min, senior vice president, human resources attended the award ceremony in Shanghai on 9th December. Ms. Min received the prize from the CEO of Top Employers Institute on behalf of Schaeffler Greater China: "Great talents create great enterprises and great enterprises develop great talents. Schaeffler has always placed high value on its talents, as its most precious assets." In addition, Schaeffler Greater China has also been awarded "Best Employer of the Year" by Zhaopin.com for the fifth consecutive year, "100 Best HRM Companies" by 51job.com and "Best HRMTeam" Award of 2015.

Fujitsu Showcases Human Centric Innovation at CIIF 2015

At CIIF (China International Industry Fair) 2015 held in Shanghai, Fujitsu showcased how Human Centric Innovation is enabling customers to achieve their goals and



transform their businesses for sustainable success. On the exhibition floor, Fujitsu shared Industry 4.0 solutions that using new technologies such as big data and smart networking. Ms. Qiu Jie, general manager of Fujitsu China Social Innovation Business Office, was invited to give a speech at "City Forum" during the event. She said, Fujitsu believes that ICT innovation can play a major role in solving business and social issues. By using the power of Human Centric ICT, Fujitsu will build a safer, more prosperous and sustainable society. Ms. Qiu Jie, general manager of Fujitsu China Social Innovation Business Office, was invited to give a speech at "City Forum" during the Event. She said, Fujitsu believes that ICT innovation can play a major role in solving business and social issues. By using the power of Human Centric ICT, Fujitsu will build a safer, more prosperous and sustainable society.

Festool Held Two Training Camps During "Night of Makers" of M³ lab



Festool is gaining more new woodworking DIY fans in China. Together with M³ lab, Festool strives to support DIY activity of woodworking fans. In September and December, Festool held two training camps during "Night of Makers" of M³ lab and brought German ideas and products to the audience.

SIP Project Management Supports the ICE Asia Pacific Regional Convention

The convention, themed "Investment Led Infrastructure Development," focused on sharing practical experience of financing and delivering major infrastructure projects, and how projects follow the "One Belt, One Road" policy, an initiative by the Chinese

government regarding the strategic and wider collaboration among countries primarily between Asia and Europe. The convention brought together approximately 100 experts and delegates representing leading organizations from China, the UK and across the wider Asia-Pacific region. SIP managing director and China representative of the ICE (Chartered Institute of Civil Engineers), Geoff Mills, and SIP Beijing branch manager and a fellow of the ICE, Jackie Yang, supported the planning and organization of this event. SIP is proud to be part of the continuing development and improvement of the civil engineering profession in China, and the wider world.

ADEN Services' New Headquarter Office Showcases Green Workplace and Integrated Facility Management



ADEN Services recently moved its headquarter office to a new location in downtown Shanghai. The company is committed to providing one-stop solutions for all type of facilities through maintenance, energy performance, foodservice, cleaning & support services, security & risk management, forklift solutions, and HR management solutions. "We are thrilled to make this important move," commented Joachim Poylo, Founder and President of ADEN Services, "As it marks the beginning of a new era in the development and expansion of our company. We have created a truly inspiring, collaborative and green environment that fuses nature, technology and design into a special mix that captures our core values and business philosophy well." The headquarter office is a green fit-out project by ADEN Services-ALTEREA, a leading eco-engineering company specialized in building energy and an associate company of ADEN Services.

Roedl & Partner: 20 Successful Years of Assisting German Companies in China

In 1995, Roedl & Partner opened its own office in Shanghai. Now, Roedl & Partner is present with about 200 colleagues at four locations in China: Shanghai, Beijing, Guangzhou and Hong Kong. Roedl & Partner celebrated its 20th anniversary in the Shanghai Science Hall. About 200 guests



participated in the event. The speakers at the ceremony were Prof. Mei Zhaorong, former Chinese ambassador to Germany, Mr. Frank Sieren, Handelsblatt correspondent and China expert, and Prof. Dr. Christian Roedl, Dr. Peter Boemelburg and Dr. Thilo Ketterer from Roedl & Partner. The list of guests included consul general Peter Rothen; his deputy consul general and head of the economic department of the German Embassy Joern Beissert; and general manager GIC Shanghai Mr. Christoph Angerbauer.

CONSTELLATIONS International Opens New Office in Berlin



CONSTELLATIONS is pleased to announce the opening of a new office by founding partner Katja Hellkötter in Berlin. Ms. Hellkötter has worked in European-Chinese cooperation for over two decades, gaining wide experience in different positions, such as chief representative of the city of Hamburg in Shanghai. Constellations (Shanghai) Co. Ltd. was founded by Katja in 2009 as a management consultancy and is co-owned by Magali Menant, former head of ECONET China, since 2012. The service the two are offering with their 6-people strong core-team: Designing and facilitating collaboration at the interface of business and society. While the Shanghai office continues to develop under the lead of Magali, CONSTELLATIONS is now expanding its activities to Europe. First projects in 2016 in Berlin are the CHINA LAB learning program for cross-sectorial cooperation and the Sino-German City Maker's Dialogue.

Articulate Re-launches its Totuba Brand

Shanghai Totuba Consulting Company Limited, managed by Mr. Michael Adick and operated with its brand-name Articulate,



has re-launched its Totuba brand alongside Articulate. With Totuba, the company now provides simple tools to help companies gain powerful insights for their leadership and organization development. Totuba strives to support companies in making the right decisions in their leadership and organization development planning.

Fourth Annual Award Ceremony of PAC Public Welfare Program



PAC (Post-abortion Care) Public Welfare Program fourth Annual Award Ceremony was held on 13th December. As a strategic partner, Bayer offered funds and educational support to the program. Celina Chew, President of Bayer Group Greater China said "While we strive to achieve our business goals and bring our products to people who need them, we also remember our social responsibility to provide help to underprivileged people and those in need. From addressing the challenges of Chinese female reproductive health to supporting the PAC project with all our partners, Bayer is committed to continuously improving reproductive health for Chinese women in many aspects. Bayer aims to bring solutions for a better life for Chinese people including Chinese women." This public welfare program will expand its coverage from remedial measures to the prevention of abortion in 2016.

Psyma Business Research China Celebrates its First Decade in China



The Chinese branch office of the German market research institute Psyma Group, Psyma China has welcomed its 10th year in the Chinese market. With offices in Beijing and Shanghai, the member of ESOMAR and EphMRA has been serving national and international companies by using its local resources, knowledge of the cultural background and extensive experience with data analysis. During this festive occasion, Psyma's project teams were all eager to continue its success for another decade.

New Managing Director in Geberit China

Starting from 1st January 2016, Mr. Tony Zhang has taken over the position of managing director in Geberit China. Mr. Zhang has sound commercial management experience



in the building industry and was in various leadership positions at Kohler, Roca, and Electrolux. Mr. Zhang has rich experience in cooperating with various types of customers, such as distributors, developers, design institutes (architects), interior decorators, hotel operators, and so on. As a key member of Asia Management Team, Tony will bring value to sales growth especially after Geberit Group's acquisition over Sanitec Corporation, which represents a new milestone of Geberit's business development in China market. Geberit China would like to wish Tony a lot of satisfaction and success in his new challenging career.

Bureau Veritas Attends EC-Link Intercity Lab on Water System and Water Management



"Low-Carbon Cities in Europe and China – EC-Link Intercity Lab on Water System and Water Management" was held in Zhuhai. During the event, European experts and scholars shared their experience and new practices in water systems and water management, providing a model for China to follow in building sustainable water systems and achieving better water management. In the speech titled "AWS Standards for achieving Sustainable Water Management," Tian Pin, product manager of climate change, Bureau Veritas, noted, "The enterprises implement AWS standards through a stakeholder-inclusive process, involves site and catchment-based actions, to ensure use of water is socially equitable, environmentally sustainable and economically beneficial. In China, AWS standards can be considered an effective approach to challenges in water stewardship, especially in management of river basins."

New Members Shanghai

For full contact information and company profiles of our new and existing members, please visit www.german-company-directory.com

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**2nd
November 2015**

Event: Workshop Legal & Tax / China VAT Reform – Latest Development & Outlook
Venue: Grand Kempinski Hotel Shanghai
Speaker: Ms. Candy Tang | Tax Director, Deloitte China
Moderator: Ms. Vivian Yao | Partner, Rödl & Partner China



**3rd
November 2015**

Event: SUZHOU German Chamber of Commerce & DUSA Social Gathering
Venue: Harry's Bar, Suzhou

**3rd
November 2015**

Event: Taicang Praktikantenstammtisch
Venue: Various Locations

**3rd
November 2015**

Event: Joint Workshop Marketing & Sales/ Information Technology: "Turning Big Data into Winning Strategies"
Venue: Le Royal Meridien Shanghai
Speakers: Mr. Norbert Wirth | Global Head of Data and Sciences, GfK Group
Mr. Bjoern Kroog | Regional Director, Integrated Market Intelligence, APAC, GfK Group
Moderator: Mr. Ahmet Tombul | General Manager, Vauman Technology Consulting (Shanghai) Co.Ltd

This event was hosted on the 3rd November 2015 together with the Canadian Chamber of Commerce at Le Meridien Hotel. Under the moderation of Mr. Ahmet Tombul, general manager of Vauman Technology Consulting, Mr. Norbert Wirth, global head of Data and Sciences of GfK Group, and Mr. Bjoern Kroog, regional director of Integrated Market Intelligence of GfK Group, delivered their respective presentations. First, Mr. Wirth elaborated on the meaning of big data and how a sophisticated combination of various sets of data, rather than huge quantities of it, can increase its quality and usefulness, producing 'smart data.' Building upon this, Mr. Kroog provided the audience with examples on how this smart data can be employed in the realm of social media branding as well as how data obtained from tracking software can be used for marketing purposes. In the ensuing debate, the audience drew notable attention to the ethical dimension of data accumulation, the inevitability of continuous data production and the necessity to make big data anonymous prior to its usage for marketing objectives. During the concluding dinner buffet, the participants had further opportunities to continue discussing the issues of the evening while networking around their common interests.



**4th
November 2015**

Event: [Members Only] Special Excursion Construction & Building Operation: "Porsche Training Centre – Insights into Planning, Construction and Operation of a Prototype"
Venue: Porsche Training Center (PTC) in Waigaoqiao
Speakers: Mr. Christopher Knabe | licensed German architect (Diploma-Engineer), Member of BDA German Architect Association, Energy-Efficiency Professional Designer, LEED GA and DGNB consultant
Mr. Jon Flinn | Director of the Training Academy at Porsche China
Moderators: Mr. Joseph van der Elst | Deputy Managing Director, Energydesign (Shanghai) Co., Ltd.
Mr. Monty Bauer | Head of Building Solutions, Region Asia Australia, Siemens AG

During this Special Excursion, the members of the German Chamber had the opportunity to visit the brand new Porsche Training Center (PTC) in Waigaoqiao, the biggest and most modern of its kind. The participants gained insights into the planning and realization process of this project: Within 2.5 years, 14 workshops and 6 classrooms were built, containing remarkable building features to improve the user experience. During this introduction, Mr. Jon Flinn, director of the Training Academy at Porsche China, and Mr. Christopher Knabe, head of Shanghai Office of Obermeyer China who was actively involved in the PTC project, called the participants attention to the flexible use of many building features and the design highlights of the Porsche Training Center. The tour was followed by a tasty lunch in the canteen, where the participants got the chance to exchange their impressions of this members-only excursion.



5th
November 2015

Event: Special Event "Innovation in China": "R&D Employees – How to Nurture Innovation While Protecting Your Company?"
Venue: Le Royal Meridien Shanghai
Speakers: Mr. Elliot Papaageorgiou | Executive & Partner, Rouse Legal (China)
Dr. Oliver Maaz | Attorney-at-Law, Graf von Westphalen Shanghai
Dr. Sébastien Garnier | Senior Manager Scouting and Open Research Center Asia Pacific & Research Care Materials, BASF Advanced Chemicals Co.,Ltd.
Mr. Daniel Martinez | General Manager R&D Centre Executive Vice President KOSTAL Asia.
Moderator: Dr. Corinne Abele | Chief Representative, Germany Trade & Invest Shanghai Office

In the spirit of the German-Chinese Innovation Year 2015, the German Chamber Shanghai cooperated with Germany Trade & Invest Shanghai Office to provide its members with powerful insights about R&D and IPR in China. By far the most patents worldwide are registered in China. Although this is still small for now, the share of patents intended to make it into the international market is growing. More and more international companies are investing in R&D in China – targeting innovative customers, but also integrating their Chinese R&D into their worldwide R&D network. The IPR expert Mr. Elliot Papaageorgiou and the attorney-at law Dr. Oliver Maaz, first introduced the opportunities and risks of reaping the benefits of Innovation in China. Their presentations were followed by a panel discussion with senior R&D managers, Mr. Daniel Martinez from Kostal Asia and Dr. Sébastien Garnier from BASF Advanced Chemicals Co. Ltd. who shared first hand experiences regarding various aspects of setting up and operating an R&D center in China. The event was moderated by Dr. Corinne Abele.



6th
November 2015

Event: Alumni Roundtable
Venue: Paulaner Brauhaus (Fenyang Road)



In cooperation with the DAAD (the German Academic Exchange Service), the German Chamber of Commerce invited former Chinese exchange students in Germany to participate in the bimonthly Alumni Roundtable. As usual, many participants from a variety of fields joined the event in the Paulaner Brauhaus to share their experiences in Germany. This networking opportunity was once again joined by many participants. All guests enjoyed the cheerful atmosphere, German food and a complimentary beer.

10th
November 2015

Event: Taicang Stammtisch
Venue: Goldenburg Restaurant Taicang

10th
November 2015

Event: Taicang Praktikantenstammtisch
Venue: Various Locations

10th
November 2015

Event: Deutscher Stammtisch – Shanghai
Venue: Paulaner Brauhaus (Fenyang Road)

6th
November 2015



Event: "More than a Market" IDEA LAB: Leveraging Sino-German Networks for Resource Efficiency & Sustainability Knowledge
Venue: Bayer China
Facilitation: Magali Menant | Constellations International
Katja Hellkötter | Constellations International

This Idea Lab was hosted by Bayer China and was meant as a contribution to the initiative 'More than a market', launched in June 2015 by the German Chamber of Commerce China | Shanghai, the Bertelsmann Stiftung and supported by the German Consulate. Interested German and Chinese company and organization representatives came together to define possible areas for the engagement of the German actors in China and brainstorm ideas for possible projects.



Professor Jean Chen

Company: International Business School Suzhou (IBSS)
Job Title: Dean of IBSS, Chair Professor in Accounting & Finance
Year of Foundation: 2006 (XJTLU) 2013 (IBSS)
HQ: Suzhou, Jiangsu
Main Business: Business Education
Number of Employees: (IBSS) 90 academic staff, 20 professional service staff and 4,500 students.

Please tell us a little about your company and activities in China.

Founded in 2013 as the exclusive business school of Xi'an Jiaotong-Liverpool University, International Business School Suzhou offers a unique blend of Western and Chinese academic practices. Located in Suzhou, Jiangsu, one of the fastest-growing commercial centers in China's booming Eastern corridor, IBSS seeks to become a major international provider of business education and research.

Why did your school choose to locate where it did?

IBSS is located in the heart of Suzhou Industrial Park. Suzhou is within the Yangtze River Delta, which is the most developed and richest region in China. IBSS benefits from the rich business and commercial activities in Suzhou Industrial

Park and enjoys mutually beneficial exchanges between business and academia.

What is your competitive advantage, what kind of benefits can clients using your services in China get?

IBSS has inherited and built on the strengths of XJTLU's two founding partners: the University of Liverpool and Xi'an Jiaotong University. The School is based on principles of internationalism, innovation, inspiration and integrity. IBSS' masters programs, MBA programs and Executive Education programs combine outstanding business knowledge with deep-rooted China expertise and 'real world' business connections. The International MBA is at the heart of IBSS' role in educating the next generation of executives, while several part-time MSc programs offer a flexible learning

environment. IBSS has a team of international academic staff, many of whom have held senior positions in business.

Do you target a mainly Western or Chinese client base, and why?

Located in China, the majority of our UG and PG students are Chinese. However, IBSS delivers British UG and PG degrees and also appeals to the international student population. The diversity of the student population will stimulate intellectual vibrancy and teaching and learning experience. We currently have about 25% international students in our postgraduate cohort.

What are your aims and hopes for the future?

2015 saw remarkable development and expansion for IBSS. We had a 200% increase in the student population. This is a significant achievement for a young university and an indication of our world-class standards of higher education and extensive engagement with the business community. We will be continuously developing strong relationships within the domestic and international business community. We will endeavor to further expand networking opportunities and provide more placements for our graduates.

UK MASTERS DEGREE IN SUZHOU CHINA

International Business School Suzhou at Xi'an Jiaotong-Liverpool University offers full-time and part-time degree programmes in finance, accounting, economics, project management, business analytics, supply chain management, investment management and an MBA.

Taught in English by a diverse, expert business faculty from 30 countries, degrees are awarded by the University of Liverpool, UK.

A high-quality British education, Chinese language study and unrivalled China-based and global business connections. A winning combination for a career working with and in China.

CONTACT

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10th
November 2015

Event: Roundtable des Deutschen Generalkonsulats, der Deutschen Auslandshandelskammer und GTAI in Wuxi
Venue: Siemens Medium Voltage Switching Technologies (Wuxi) Ltd.
Speakers: Mr. Jörn BeiBert | Deputy Consul General
Mr. Stephan Braun | Consular Attaché, Deputy Head of Visa Section
Ms. Simone Pohl | Delegate of German Industry and Commerce Shanghai
Mr. Christoph Angerbauer | General Manager of German Industry & Commerce Shanghai
Ms. Corinne Abele | Chief Representative – Trade Information, Germany Trade & Invest Shanghai



11th
November 2015

Event: Workshop Production & Logistics: "External Warehouse Management – Example of a 3PL Collaboration Solution"
Venue: German Chamber Office, China Fortune Tower
Speaker: Mr. Andreas Subbe | Head of Supply Chain Management Automotive Asia Pacific, Continental
Moderator: Mr. David Müller | General Manager at Staufen Shanghai

10th
November 2015



Event: Workshop Business & Society: A View from German Non-Profit Social Organizations in China: Cooperations at the Interface of Society, Government, Development and Economy
Venue: Fairmont Peace Hotel
Speakers: Ms. Judith Christ | Friedrich Ebert Stiftung, Programme Manager
Ms. Ingrid Müller | Brot für die Welt, Head of South East Asia Pacific Unit
Ms. Du Ying | Amity Foundation, Director Community Development Programme
Moderator: Mr. Rolf Koehler | Member of the Board of the German Chamber



More and more German companies in China are establishing policies and goals for responsible engagement in Chinese society. In this business & society workshop we looked through the lens of the German and Chinese non-profits already active in China for many years. Ms. Judith Christ from the Friedrich Ebert Stiftung, Ms. Ingrid Mueller from Brot fuer die Welt and Ms. Du Ying from Amity foundation shared their long-year insights into the Chinese system. Mr. Rolf Koehler moderated the following discussion round during which the speakers engaged in a lively conversation with the participants about example from projects, experiences working with Chinese society and possible ways of exchanging and cooperation.



11th
November 2015

Event: Special Government Event with Mofcom: "China Industrial Investment and Development Forum": Policies and Strategies
Venue: Everbright Convention & Exhibition Center International Hotel
Speakers: Ms. Simone Pohl | Chief Representative of Delegation of German Industry & Commerce | Shanghai; Executive Director and Board Member of German Chamber of Commerce in China | Shanghai
Mr. Liu Dianxun | Director of CIPA
Ms. Wang Yuan | National Development and Reform Commission, Academy of Macroeconomic Research
Mr. Liu Yong | Development Research Center of the State Council of P.R.C.
Mr. Luo Zhisong | Shanghai Foreign Investment Development Board
Mr. Xu Dansong | Investment Promotion Agency of Ministry of Commerce of P.R.C.
Moderator: Mr. Lin Ruochen | Director of the Machinery Industry Department of CIPA

In cooperation with the Government Relations department of the AHK Shanghai, the China Industrial Investment and Development Forum was hosted in Shanghai by CIPA (Investment Promotion Agency) of the Ministry of Commerce and the German Chamber of Commerce China | Shanghai. Ms. Simone Pohl, Chief Representative of Delegation of German Industry & Commerce Shanghai and Mr. Liu Dianxun, Director of CIPA opened the conference under the theme of "2015: Policies and Strategies." The conference was attended by officials from Ministry of Commerce, National Development and Reform Commission and Shanghai Municipal People's Government, who shared their analysis and interpretation of the latest policies and regulation, including The Thirteenth Five Planning, Development Strategy of Yangtze River Economic Belt, Development strategy of Shanghai, Anti-monopoly Law and Bilateral Free Trade Area Agreement. As all speeches were delivered in Chinese, simultaneous translation was provided for the international audience that also included guests from the Swiss Chamber and the Finnish Business Council.

This special government briefing was organized in order to provide the members of the German Chamber with the latest information regarding the series of government measures that have been released to stimulate China's economy and explore the new development strategy.



12th
November 2015

Event: Workshop Human Resources: "Leadership Strategies to increase Employee Loyalty, Retention and Engagement"
Venue: The Westin Bund Center Shanghai
Speaker: Mr. Michael Adick | Managing Director and Owner of Articulate Ltd
Moderator: Mr. Joerg Heil | General Manager, hartung:consult

In the course of the evening, Mr. Adick frequently asked the guests for their opinions and views on various issues around employment, leadership and labor management.

Building on the consensus that straight forward financial incentives are not considered as the optimal means to increase employee commitment, Mr. Adick set out to present various forms of leadership strategies and discussed their respective efficiency with the audience.

Furthermore, Mr. Adick presented the findings of a study conducted by Prof. Bergsteiner and Prof. Avery who, during a 30-years study in Germany, the US and Australia, elaborated a theoretical framework distinguishing 23 different leadership types.

The speaker then continued by presenting the synthesis of this framework as the model of the 'sustainable development pyramid' which is composed of foundation and higher level practices, performance drivers and expected performance outcomes.

During the active discussion following the presentation and the dinner buffet, the audience continued to exchange views about what had been said.



17th
November 2015

Event: Hangzhou German Chamber Corner
Venue: Angelos Restaurant Hangzhou

17th
November 2015

Event: Taicang Praktikantenstammtisch
Venue: Various Locations



18th
November 2015

Event: Deutscher Praktikantenstammtisch - Shanghai
Venue: Cottons Bar

21st
November 2015

Event: 18th German Ball
Venue: Grand Hyatt Shanghai

See special insert in German Chamber Ticker 2015 | 06 for pictures, quotes and stories from the German Ball 2015.
Available online <http://china.ahk.de/gc-ticker/magazine/china-young-and-old/>
via the German Ball website <http://www.german-ball-china.com/index.php/en/>
or you can download the GC Ticker available for Android and Apple.



24th
November 2015

Event: Taicang Praktikantenstammtisch
Venue: Various Locations

25th
November 2015

Event: Nanjing Stammtisch
Venue: Hacker-Pschorr Bräuhaus Nanjing

30th
November 2015

Event: Special Event: "Vietnam as an Investment and Sourcing Location for German Companies in China"
Venue: Le Royal Meridien Shanghai
Speakers: Mr. Björn Koslowski | Deputy Chief Representative, AHK / German Industry and Commerce Vietnam
Mr. Vu Tran Hiep | Market Entry Consultant, AHK / German Industry and Commerce Vietnam
Mr. Erik Breslein | General Manager, Zollner Electronic (Taicang) Co., Ltd.
Mr. Frank Wouters | General Director, Dinh Vu Industrial Zone.
Moderator: Mr. Christoph Angerbauer | General Manager, German Industry and Commerce (GIC) Shanghai
Commentators: Ms. Jasmine Lau | Former Head of Commercial Banking, HSBC Vietnam
Dr. Jörg-Michael Scheil | Partner, Schulz Noack Bärwinkel



1st
December 2015

Event: Workshop Legal & Tax: "How to maximise your profits through IP protection in China"
Venue: Le Royal Meridien Shanghai
Speaker: Mr. Reinout van Malenstein | IP Expert, China IPR SME Helpdesk
Moderator: Mr. Roger Haynaly | Partner, Rödl & Partner

The last event of the Legal and Tax workshop series for 2015 welcomed Mr. Reinout van Malenstein who works as an expert at the EU-funded IPR Helpdesk in Beijing. After introducing his agency's free of charge services that consist of providing IP advice to European SMEs active in China, Mr. van Malenstein presented his extensive but coherent agenda. In a first step, he underlined the general necessity for European businesses not to rely entirely on international, European or national forms of IP protection when operating in China and continued by defining the different concepts of trademarks, patents and design patents, copyright and trade secrets. Drawing from his large experience in assisting companies in China and observing the IP landscape, Mr. van Malenstein was able to enrich the presentation with various practical case studies that encouraged the audience to reflect and predict outcomes themselves. He closed his presentation by proposing a to-do-list to the audience containing important steps such as the registration of one's IP, the development of an internal IP strategy and the monitoring of relevant websites for possible infringements. The



frequent questions addressed to the speaker during and after the presentation were an indicator for how salient these issues were among the attendees. The ensuing dinner buffet provided further opportunity to consult Mr. Malenstein as well as to exchange experiences in the field of IP protection.

1st
December 2015
Event: Suzhou German Chamber of Commerce
Et DUSA Social Gathering
Venue: Harry's Bar, Suzhou

1st
December 2015
Event: Taicang Praktikantenstammtisch
Venue: Various Locations

2nd
December 2015
Event: 11th Interchamber Christmas Mixer
Venue: Paulaner Brauhaus (Fenyang Road)

On 2nd December 2015 the Shanghai local and expat community gathered for the 11th anniversary of the Interchamber Christmas Mixer at the Paulaner Brewery Fenyang Road. Organized by the German and European Chamber of Commerce in Shanghai, 24 chambers from all over the world came together to celebrate this multinational Christmas Party. This Christmas highlight event once again enjoyed great popularity among the Shanghai community. Around 800 guests came to enjoy the cozy Christmas market outside and the extensive buffet with a great variety of original authentic German dishes inside. Everybody was happy to meet old and new friends from many different countries and dance to Paulaner's house band playing classic and pop tunes.

2nd
December 2015
Event: Workshop Human Resources
"Global awareness and internationalization:
Intercultural Competence"
Venue: InterContinental Pudong
Speaker: Ms. Chen Dating | Project Manager-
intercultural Consultant, ICUnet Intercultural
Consulting (Shanghai) Co., Ltd.
Moderator: Ms. Grace Wang | MGB METRO
Group Buying (Shanghai) Co., Ltd



4th
December 2015
Event: Special Breakfast Event: Präsentation
des EU Positionspapiers 2015/2016
Venue: Brotzeit German Restaurant (Jing'an)
Speaker: Dr. Iris Duchetsmann | Board
Member, European Union Chamber of
Commerce in China, Shanghai
Marcus Wassmuth | Board Member, European
Union Chamber of Commerce in China,
Shanghai
Moderator: Bernd Reitmeier | Board Member,
German Chamber of Commerce Shanghai



8th
December 2015
Event: Deutscher Stammtisch - Shanghai
Venue: Paulaner Brauhaus (Fenyang Road)

8th
December 2015
Event: Taicang Stammtisch
Venue: Goldenburg Restaurant Taicang

8th
December 2015
Event: Workshop Information Technology:
"Innovative Technologies for Digital
Marketing & ecommerce Strategies in China"
Venue: The Westin Bund Center Shanghai
Speakers: Mr. Florian Pihs | SapientNitro
Senior Planning Director Strategy, Innovation
& Optimization
Mr. Torsten Sollitzer | Digital Strategies
Consultant
Moderators: Mr. Jan Bernstorff | Deputy
General Manager, BearingPoint (China)
Enterprise Management Consulting
Mr. Ahmet Tombul | Managing Director,
Vauman Information Technology Consulting



8th
December 2015
Event: Taicang: Workshop Finance &
Controlling: "Cross-border payments – same
old, same old?"
Venue: AHK Taicang Office
Speakers: Mr. Benny Zhang | Director of PwC
Nanjing
Ms. Joyce Zhang | Manager of PwC Shanghai
Moderators: Lukasz Mehl | Certified Tax
Advisor (StB)

9th
December 2015
Event: Kunshan: Workshop: "Training Plans
that get Results!"
Venue: Startup Factory (Kunshan) Co., Ltd.
Speaker: Paul von Wittgenstein | Instructional
designer and master corporate trainer

Jiaxing Industrial Park (JXIP)

Perfect Backyard of Shanghai, Ideal Destination for Investment

Established in 2002, JXIP covers a planning area of 35 km², of which 25 km² has been developed. More than 500 enterprises have settled business here.



Pillar Industries: Auto Parts & Electromechanical Industry
Communication & Electronics Industry



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10th
December 2015

Event: Weihnachtskammertreffen 2015
"Geschenkt! Vom Wachsen im Gabengarten"
Venue: Grand Hyatt Shanghai
Speakers: Dr. Michael Bauer | Catholic Priest, Deutschsprachige Christliche Gemeinde Shanghai (DCGS)
Dr. Annette Mehlhorn | Protestant Pastor, Deutschsprachige Christliche Gemeinde Shanghai (DCGS)
Moderator: Mr. Rolf Koehler | Deputy Chairman of the German Chamber of Commerce



In the analogy of the helpless Christ Child born in a stable, Dr. Bauer continued to elaborate on the mystery and secret of the present. In his conclusion, he compared Christmas itself to the human life due to their respective quality as "presents" and mystery.

Building on the speech of Dr. Bauer, Dr. Annette Mehlhorn, protestant priest in Shanghai, underlined the importance of gratefulness in respect to giving. She then followed Dr. Bauer's satiric report about "his CEO" by discussing the qualities of her "entrepreneur's association," soon going to celebrate its 500th anniversary. Moreover, she also discussed the implications and ulterior motives surrounding the offering of gifts and distinguished the "Christmas present" of life and existence as being "pure" and independent of these common expectations and purposes.

Guests then enjoyed their Christmas dinner. Mr. Koehler then asked Ms. Guesten to enter the stage. After she recalled the founding history of the Pfrang association and its mission to enable impoverished children in the Anhui and Jiangsu provinces to attend secondary education, Ms. Guesten received a check for over RMB 200,000 by Mr. Titus von dem Bongart as the Chamber's donation to the Pfrang Association. After a final song, Mr. Michael Maeder addressed the audience with a couple of thoughts about the interdependence among individuals and the necessity of solidarity, notably in respect to the commitment in and for the DCGS. In his concluding words, Mr. Koehler wished everyone a "Frohe Weihnachten" and a "Guten Rutsch" into the year 2016.



the German Chamber board Mr. Rolf Koehler presented the Chamber's social responsibility project "More than a Market" to the gathered audience and announced the opening of candidatures for the 2016 board elections.

Dr. Michael Bauer, catholic priest of the DCGS, was first to hold his speech before which, he announced, he was "more nervous than before any church service." Measuring up to his reputation as a devotee of "Rhenish humour", Dr. Bauer provided the audience with an entertaining account of the recent activities and travels of his "CEO". Approaching the topic of the evening, Dr. Bauer recalled his childhood memories of giving and receiving gifts. Starting from this early childish appreciation of presents, he continued, grew an appreciation of life as the biggest gift given to human beings. Life, according to Dr. Bauer, eventually is out of the ultimate control of the human beings. This can be seen in the helplessness we all experience sooner or later in life, despite our subjective perception of being in control of everything.

13th
December 2015

Event: Alumni-Event: Visiting Zotter
Cholocate Theatre
Venue: Zotter Chocolate Theater

15th
December 2015

Event: Taicang Praktikantenstammtisch
Venue: Various Locations

15th
December 2015

Event: Hangzhou German Chamber Corner
Venue: Angelos Restaurant Hangzhou

16th
December 2015

Event: Deutscher Praktikantenstammtisch -
Shanghai
Venue: Cotton Bar

22nd
December 2015

Event: Taicang Praktikantenstammtisch
Venue: Various Locations

29th
December 2015

Event: Taicang Praktikantenstammtisch
Venue: Various Locations

New Regional Manager Zhejiang and Jiangsu Province

On 15th January Ms. Johanna Spee (施咏涵) joined the German Chamber of Commerce | Shanghai as regional manager Zhejiang and Jiangsu Province. Ms. Spee holds a bachelor degree in Modern China from the Julius-Maximilians-University Würzburg and an MBA with the focus on international management of resources and environment. She previously worked as an environmental/energy management consultant and management assistant in Dresden. After her five year absence from China she is looking forward to rediscovering and experiencing China anew. Ms. Spee can be contacted in German, English, and Chinese via: 021 5081-2266 ext. 1656 or spee.johanna@sh.china.ahk.de.



Annual General Meeting and Board Election on 31st March

This year's annual general meeting of the German Chamber of Commerce | Shanghai will be held on Thursday 31st March 2016 and a new Board of Directors will be elected for a two year term.

Private members as well as one company representative per member company have the right to vote for a new board, which represents the companies' interests and supports the Chamber's work in Shanghai.

Members have already nominated candidates to stand for election to the Board. Please review the candidates' profiles and their video statements on the website of the German Chamber of Commerce | Shanghai.

More detailed information about the voting procedure and the agenda of the evening will be provided to German Chamber members via email.

Board Election - Shanghai 2016
March 31st



German Business Community Get Together in Qingdao

Since July 2015, the German Chamber of Commerce has been organizing the gathering "German Business Community - get together in Qingdao," to establish close ties between the German companies in Shandong.



As a regular communication platform for Shandong German Companies, it will be held every two months. The most recent gathering "GBC Kick off 2016" was successfully held in German Restaurant Brotzeit on 14th January. 60 guests from 35 German companies were present at the event.

Mr. Angerbauer, general manager of GIC Shanghai and Qingdao, gave a presentation assessing the direction of the Chinese Stock market and its impact on German companies. Lufthansa German Airlines introduced their new direct route between Qingdao - Frankfurt and sponsored the New Year Lottery.

If you would like to participate this gathering or if you have a professional topic you would like to present, please contact Ms. Yunlin Shi via shi.yunlin@sh.ahk.china.de



Vocational Education Conference of AHK in Shanghai – A Further Milestone in Sino-German VET Cooperation.



Vocational Education Training (VET) will continue to play a vital role throughout China's transition from the "workbench of the world" to an innovation-driven, knowledge-based economy. And as market conditions in China are changing, qualified and specialized personnel will continue to be in high demand to operate the machinery of the future.

The tried and tested German dual education system is perfectly placed to bridge the gap between the ever-increasing need for theoretical knowledge and real world application of these skills – the direct involvement of companies in the educational process has been tremendously successful all over the globe, but especially in China.

While the Bavarian Hanns-Seidel Foundation pioneered dual education activities in China almost thirty years ago, vocational education training gained momentum when, in 2007, the AHK Shanghai entered into a cooperation with Taicang's Chien Shiung Institute to first train Chinese toolmakers and mechatronics. Following the success of this pilot project, many similar cooperations with Sino-German governmental support have been launched throughout China. By now, the AHK Shanghai has an ever-increasing demand for trainee certifications, oversees dual vocational training activities in the majority of all Chinese



provinces and has established strong relations with a variety of Chinese educational institutions.

As a testimonial to the importance of vocational education training in China, and the potential it holds for Sino-German relations, Minister Professor Dr. Johanna Wanka, representing the German Federal Ministry of Education and Research, gave opening remarks at the second annual Vocational Education Conference of AHK Shanghai on 21st January.



While Minister Wanka lauded the successes of vocational training in China, she also noted that Germany's dual education tradition should not just be "transferred to other countries as is, since education is a deeply cultural issue". Instead, it is about identifying elements of dual education that will fit within the context of a particular country and to expand on those". The conference featured more than 270 high-level participants from Germany and a number of provinces throughout China, representatives from the AHKs India and Slovakia, the IHK Dortmund, the DIHK, several German companies as well as renowned Chinese and German governmental agencies such as the Chinese Institute of Vocational Training (CIVTE) and the Federal Institute for Vocational Education and Training (BIBB).



In the spirit of strengthening Sino-German cooperation on vocational education, two MoUs between the German Consulate, the AHK Shanghai and the provinces of Henan and Hubei were signed. Further three MoUs between the AHK and the cities of Zhongshan (Guangdong), Pujiang (Sichuan) and Liuzhou (Guangxi) were signed. Another highlight was the official launch of the VETnet online portal: Minister Prof. Dr. Johanna Wanka, Consul General Mr. Peter Rothen, Delegate and Chief Representative at the Delegation of German Industry & Commerce Ms. Simone Pohl, Deputy Chief Executive Officer of the DIHK Dr. Achim Dercks together launched an online resource for Chinese vocational education professionals interested in exploring avenues for vocational education cooperation.



But despite all the successes of vocational training in China, Deputy Chief Executive Officer of the DIHK, Dr. Achim Dercks, reminded participants "not to just rest on our laurels [...] we need to continue to work on a positive image of dual vocational training, write success stories and show young people and their parents, what a dual, practice-oriented education can achieve."

The Federal Ministry of Education and Research recently launched its China Strategy 2015-2020. The enforced cooperation within the regions and the VETnet project are the two main pillars on which the further development of vocational training in China will be based and the AHK Shanghai will be instrumental to the implementation of both.

For more information please visit: <https://www.bmbf.de/de/china-strategie-des-bundesministeriums-fuer-bildung-und-forschung-2015-2020-1882.html>



| Training Calendar Shanghai | |
|--|---|
| Date | Training |
| February | |
| 24th February – 4 th March | Excel Data Management and Analysis Improving maturity of your manufacturing process to 6 Sigma |
| March | |
| 1 st – 2 nd March | Materials cost reduction and cost analysis |
| 1 st – 2 nd March | Shaping your Employee Dialog actively (EN) new |
| 3 rd – 4 th March | China's AEO Customs Certification and Management, Enterprise Self-assessment and Response Regarding to Royalties Customs Inspection |
| 3 rd – 4 th March | Leadership and Execution for Middle Manager (Part 1) |
| 9 th March | Fundamentals of Access Database |
| 9 th March | EAP 1 EAP Application in Enterprises new |
| 9 th – 10 th March | Working Smart with PowerPoint |
| 10 th – 11 th March | Advanced Application of Access Database |
| 11 th March | Successful Design with PowerPoint |
| 11 th March | Chinese Labor Law in a nutshell- explained to foreigners (EN) |
| 11 th March | Preventive Quality Assurance – Design and Process FMEA |
| 14 th – 15 th March | Working Smart with Word |
| 15 th – 16 th March | Lean fundamentals |
| 16 th – 17 th March | Essential AutoCAD skills: 2-D Drawing Basics |
| 17 th – 18 th March | Effective Selling Skills |
| 17 th – 18 th March | Customs Management of Commodity Classification on Import and Export Cargo and the Analyze of its Processing Skill Relating to Technique |
| 17 th – 18 th March | Project Management (EN) |
| 18 th March | 7 steps to effective problem solving for a high-performance team |
| 21 st | March Safety handling and processing of combustible dusts |
| 22 nd March | Evaluation and selection of electrical equipment for use in hazardous areas |
| 22 nd – 23 rd March | Basic Management Skills |
| 22 nd – 23 rd March | Working Smart with Excel |
| 23 rd March | Understanding and Controlling electrostatic Hazards |
| 24 th March | Say it with Charts: Presenting Data Graphically in Excel |
| 24 th – 25 th March | Communication, Influence and Negotiation Skills |
| 24 th – 25 th March | Practical HAZOP/PHA Team Leadership in action |
| 25 th – 26 th March | Lean production enabled by Industry 4.0 |
| 29 th March | How to be a Professional Receptionist |
| 30 th – 31 st March | German Business Culture |
| Please note: unless stated otherwise all trainings will be held in Chinese | |

Shanghai contact:
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Training Highlights - Shanghai

1st – 2nd March
Shaping your Employee Dialog actively

Talking about your or your employee's personal performance, development goals or promotions can be a challenging situation. Finding the right words, being well prepared and handling constructive criticism can be key points for a successful career and a productive and healthy relationship with your employees. An Employee Dialog gives both sides – manager and employee – an opportunity to address objectives regarding performance, responsibilities and raising questions on the collaboration with superiors and colleagues, as well as expectations towards job performance and development opportunities. It is equally important for managers and employees to handle critical points and challenging topics with confidence and care. Therefore this seminar will cover basics of effective communication and thoughtful preparation for your dialog with your managers or employees for a productive working environment and a striving career.

17th – 18th March
Project Management

This two-day training session provides a broad introduction to project management, focusing on project planning, progress control, cost management and risk analysis. The training also includes practical exercises and case studies to practice using PM tools and templates.

- Participants will be able to:
- Efficiently plan and start a new project
 - Learn new project management methods to increase efficiency in projects
 - Meet challenges from changing project scope, cost pressure and limited time
 - Make information flow, monitoring and reporting in your projects more efficient


New Benefit Partners Shanghai

For a detailed description of our Benefit Partner Program, please visit our website: <http://china.ahk.de/chamber/benefit-partner>

China Cruising Yacht Club
上海莱悦游艇集团有限公司
Public Service Marina, No. 425 Zhongshan East Second Road, Huangpu District
黄浦区中山东二路425号上海莱悦游艇集团有限公司
Tel: 400-090-1880
Email: florynicolas@gmail.com
Web: www.chinacyc.cn
Benefit: 10% discount for all prestations and services: rentals of Yachts, Boats, Marina Club



Diva Life Spa Lounge
上美天后美容会所
No. 266 Ruijin 2nd Road (near Taikang road)
瑞金二路266号(近泰康路)
Tel: 021 6467-7568
Email: booking@mydivalife.com
Web: www.mydivalife.com
Benefit: 10% off for all German Chamber members. Free bottle of wine when you organize a spa party of 5



HealthPro China
HealthPro 中国
Room 2001, Evergo Tower, No. 1325 Huaihai Zhong Road, Xuhui District, Shanghai
上海市徐汇区淮海中路1325号爱美高大厦2001室
Tel: 021 6126-5435
Email: info@iqair-china.com
Web: www.iqair-china.com
Benefit: 12% off for HealthPro air purifiers. Contact Ms. Sammy Zhang and mention you are a German Chamber member to receive your discount.



Howard Johnson Plaza Lingang Shanghai
上海临港豪生大酒店
No. 555 South Xinyuan road, Pudong, 浦东新区新元南路555号
Tel: 021 3828-8888
Email: sales.pzshalig@hojochina.com
Web: www.hojoplaza-lingang.com
Benefit:
1. 10% discount on best available room rates.
2. 10% discount on F&B in all restaurants (excluding banquet and room service).




Hutong School
2F, Building 16, No. 76 Wuyuan Road, Xuhui District
徐汇区五原路76弄16号2楼
Tel: 021 3428-0009
Email: ida.speyer@hutongschool.com
Web: www.hutong-school.com
Benefit: 10% discount on all programs at Hutong school including but not limited to intensive Chinese Program, Corporate Classes and Internship Program.




Hyatt on the Bund
上海外滩茂悦大酒店
199 Huangpu Road
上海黄浦路199号
Tel: 021 6393-1234
Email: shanghai.bund@hyatt.com
Web: www.shanghai.bund.hyatt.com
Benefit:
1. Tea Room: enjoy whole cake buy one and get one free. Terms & Conditions: Offer is valid in 2016. 24 hours' booking in advance is required. Offer cannot be used in conjunction with any other promotion. Membership Card is required. Contact: +86 21 63931234 ext. 6317, Tea Room
2. Mooncakes: enjoy buy one and get one free mooncakes. Terms & Conditions: Offer is valid from July 15 to September 15, 2016. Maximum purchasing is 10 boxes. Offer cannot be used in conjunction with any other promotion. Membership Card is required. Contact: +86 21 63931234 ext. 6398, Festive Counter
3. Yuan Spa: enjoy massage treatment buy one and get one free. Terms & Conditions: Offer is valid in 2016. Offer cannot be used in conjunction with any other promotion. Membership Card is required. Contact: +86 21 63931234 ext. 6527, Yuan Spa




Interstuhl Furniture (Shanghai) Co., Ltd
英饰都家具（上海）有限公司
Building 12, No. 533 Yuanzhong Road, Pudong
浦东新区园中路533号12号厂房
Tel: 021 58187290
Email: jianmin.wu@interstuhl-china.com
Web: www.interstuhl.com
Benefit: 10% discount on all models. Free delivery service to door



Jalapeño
No. 393 Weihai Road
威海路393号
Tel: 021 5566-6778
Benefit: 10% discount on all food items





Jumeriah Himalayas Hotel
上海卓美亚喜玛拉雅酒店
No. 1108 Mei Hua Road, Pudong
上海市浦东新区梅花路1108号
Tel: 021 3858-0999
Email: jhinfo@jumeirah.com
Web: www.jumeirah.com
Benefit: 15% discount on food and beverage in the following restaurant: Arte café & lounge, J-Mix Japanese Cuisine, Grill Room, Shang-high Cuisine (excludes special offers and live seafood)



JW Marriott Hotel Shanghai Changfeng Park
上海新发展亚太 JW 万豪酒店
No. 158 Daduhe Road, Putuo District, Shanghai
普陀区大渡河路158号
Tel: 021 2215-6666
Email: mhrc.shapc.reservations@marriotthotels.com
Web: www.jwmarriotchangfeng.com
Benefit: 10% discount in all restaurants on all food and beverage products excluding room service




LTL Mandarin School
北京邻语堂中文学校
Room 910, Building A, Modern Mansion, No. 218 Xiyang South Road
襄阳南路218号现代大厦A座910室
Email: info@livethelanguage.cn
Web: www.livethelanguage.cn
Benefit: 10% discount on courses with early payment



Mandarin House
美和汉语
12F, Asia Mansion, No. 650 Han Kou Road, Huangpu District
黄浦区汉口路650号亚洲大厦12层
Tel: 400 633 5538
Email: info@mandarinhouse.com
Web: www.mandarinhouse.com
Benefit: 10% off for Mandarin course registration



Mio Espresso – Shanghai M3Eta intl trading co., Ltd
上海艾舒礼安商贸有限公司
1503, South building, 222 Caoxi Road, Xujiahui district
徐家汇漕溪路222号南座1503室
Tel: 61212021
Email: mauri@mio-espresso.com
Web: www.mio-espresso.cn
Benefit: 10% discount on Mio Espresso products. Contact directly to immediately receive discount



One Billion Voices Shanghai
上海兆歌文化传播有限公司
(representative office of China Tours Hamburg)
Room C315, No. 88 North Zhangjiabang road, Pudong
浦东新区北张家浜路 88 号 C 座 315 室
Tel: 021 6176-8527
Fax: 021 6176-6220
Email: shanghai@chinatours.net
Web: www.shanghai-zhaoge.com
Benefit:
1. "New Silk Road" Asia-Europe long distance self-driving programs: Petrol fee - partly free of charge (depending on routes).
2. "Fly&Drive" rental car self-driving programs: 10% discount.
3. Business, Cultural exchange & Travel products/services: 10% discount.
For more information contact shanghai@chinatours.net or call 400 662 1326



Porcellino
小猪意大利餐厅
1F, Building B, 753 Yuyuan road (near Jiangsu road)
愚园路 753 号 B 幢 1 楼 (近江苏路)
Tel: 021 655-0636
Email: info@porcellinoshanghai.com
Benefit: 10% off entire bill including alcohol. Valid lunch and dinner between business hours 11am-10pm




PureLiving China
境纯环境技术 (上海) 有限公司
3F, Building C, 753 Jiachun, 753 Yuyuan Road, Changning District
上海市长宁区愚园路 753 号嘉春 753C 栋 3 层
Tel: 021 6236-5867
Email: solutions@purelivingchina.com
Web: www.purelivingchina.com
Benefit: 15% discount on any customized home or office indoor environmental testing package 所有自己定制的家庭或办公室检测享受八五折优惠




Shanghai Car Rental Service
上海奕上实业有限公司
12F, No. 188 Zhang Yang Road, Pudong
浦东新区张杨路 188 号 12F
Tel: 17701823926
Email: service@shanghaicarrentalservice.com
Web: www.shanghaicarrentalservice.com
Benefit: 10% discount on services. Professional English and Chinese speaking drivers, with a variety of cars available for hire. English and German interpreters and tour guides also available. Other languages available on request.

Shanghai Car Rental Service

Swissôtel Grand Shanghai
上海宏安瑞士大酒店
No. 1 Yu Yuan Road, Jing'an district
静安区愚园路 1 号
Tel: 021 5355-9898
Email: shanghai@swissotel.com
Web: www.swissotel.com/shanghai
Benefit:
1. Guest Room Upgrade to the next category based on the daily Best Available Rate (German Chamber Membership Card must be presented upon check-in or to be indicated in the booking)
2. 15% discount off total F&B spend in Café Swiss and Flow Lounge & Bar (excluding Moons and YuanYuan restaurants)



The China NLP Society
Email: aaron@chinanlp.com
Web: www.chinanlp.com
Benefit: 10% off all Practitioner Trainings or Intensive Trainings



Shanghai Megafit Fitness Centre Co., Ltd
上海美格菲健身中心有限公司
1. Shanghai Jinqiao Megafit Sports Club
上海金桥美格菲运动俱乐部 (S7)
No. 600 Lantian Road, Pudong District
上海市浦东新区蓝天路 600 号
Tel: 021 5030-8118



2. Shanghai Jinqiao Youdo Megafit Fitness Centre
上海金桥由度工场会所 (T28)
No. 599 Chuangqiao Road, Pudong District
上海市浦东新区川桥路 599 号由度工
Tel: 021 5080-9858

3. Shanghai Jinqiao Green Court Megafit Club
25 Huangyang Road, Pudong District
Tel: 021 5886-0199

4. Shanghai Xin Jiangwan Megafit Fitness Center
上海新江湾会所
No. 2100 Songhu Road, Yangpu District
上海市杨浦区淞沪路 2100 号
Tel: 021 552- 0001


5. Shanghai Xuhui Megafit Fitness Club
上海徐汇会所
No. 208 Baise Road, Xuhui District
中国上海市徐汇区百色路 208 号
Tel: 021 5435-5318

6. Shanghai Maxmall Megafit Fitness Centre
上海梅院会所
No. 1500 Lianhua South Road, Minhang District
中国上海市闵行区莲花南路 1500 弄 8-9 号
Tel: 021 3358-0309

7. Shanghai Xiangyi Huacheng Fitness Club
上海香溢花城会所
No. 228 Shiquan East Road, Putuo District
中国上海市普陀区石泉东路 228 号
Tel: 021 3255-1223

8. Shanghai Aroma Garden Megafit Fitness Club
上海露香园会所
No. 1 Liuquan Road, Huangpu District
中国上海市黄浦区柳泉弄 1 号人民路露香园路路口
Tel: 021 6352-9598
Tel: 021 5830-9606
Email: anniedai@megafitchina.com
Web: www.megafitchina.com
Benefit: 10% discount


The Essential Learning Group
上海学建教育管理咨询有限公司
No. 19-20, Lane 209,Zhennan Road, Putuo District
上海市普陀区真南路 209 弄 19-20 号
Tel: 021 5206-6273
Email: services@chinaelg.com
Web: www.chinaelg.com
Benefit: 10% discount on the initial intake for your members



THE ONE Executive Suites managed by Kempinski Shanghai
上海御锦轩凯宾斯基全套房酒店
No. 601 FengYang Road (Near Datian Road)
凤阳路 601 号 (近大田路)
Tel: 021 6157-1688
Email: res.shanghaisuites@kempinski.com
Web: www.kempinski.com/shanghai
Benefit: 15% discount on food and beverages on a purchase of more than RMB200



Totobobo Pte Ltd.
Web: www.totobobo.com/index-hk.html
Benefit: 10% discount on Totobobo masks (reusable) and filters (consumable).
Please email Ms. Ellen Tatham via tatham.ellen@sh.ahk.de stating your membership number to receive your special Totobobo code



East China
Hangzhou

Haxnbauer™ German Restaurant and Bar
黑森堡™ 现代德国餐厅
Room 103, Building 1, No.255 Yan An Road, Shangcheng District, Hangzhou
杭州市上城区延安路 255 号 1 幢 103 室
Tel: 0571 8659-3580
Benefit: Benefit: 15% discount on a la carte orders. Please show our staff your German Chamber Membership Card.



Wyndham Grand Plaza Royale Hangzhou
杭州温德姆至尊豪廷大酒店
No. 555 Fengqi road, Hangzhou
浙江省杭州市凤起路 555 号
Tel: 0571 8783-6666
Email: info@westlake.wyndhamgpr.com
Web: www.wyndhamgpr.com
Benefit:
1. 20% off BAR
2. 15% off F&B (excluding holidays)



Kunshan

Swissôtel Kunshan
昆山瑞士大酒店
No.389 Qianjin Zhong Road, Kunshan, China 21530
中国昆山市前进中路 387 号
Tel: 051 2578-85877
Email: kunshan@swissotel.com
Web: www.swissotel.com/kunshan
Benefit: 10% discount on F&B at Chinese Paradise, Cafe Swiss and Crystal Bar



Suzhou

Hyatt Regency Suzhou
苏州凯悦酒店
No. 88 Huachi Street, Suzhou Industrial Park
苏州工业园区华池街 88 号
Tel: 0512 6288-1234
Email: suzhou.regency@hyatt.com
Web: www.hyatt.com
Benefit:
1. 10% discount on best available room rates,
2. 10% discount on F&B in all restaurants (excluding banquet and room service).
3. 10% discount on treatment and products on Yue spa



Taicang

Dimo's Taicang Food Co., Ltd
德明 (太仓) 食品有限公司
No.68, Fada Road, Banqiao, Economical Area, Taicang, Jiangsu
江苏省太仓市板桥经济开发区发达路 68 号
Tel: 0512 5344-3016
Email: sales@dimos.net.cn
Benefit:
1. Private Persons - 10% discount on the price list
2. Company events - 15% discount on products. Plus: Free fruit platter for first order for company event. For all subsequent company events can choose a free salad from appointed A or B).




Qingdao

Brotzeit
博臻德国啤酒餐厅
L-355 Mixc mall shinan district Qingdao Shandong
山东省青岛市市南区华润中心万象城 L-355
Tel: 0532-55575266
Email: QD.RM@engro-global.com
Benefit: 15% discount on a la carte orders. Please show our staff your German Chamber Membership Card



Hyatt Regency Qingdao
青岛鲁商凯悦酒店
No. 88 Donghai East
东海路 88 号
Tel: 0532 8612-1234
Email: qingdao.regency@hyatt.com
Web: www.qingdao.regency.hyatt.com
Benefit:
1.15% off for all food and beverage items in Marker café, Dong Hai 88 Speciality, Dong Hai 88 Private Dining and Bay Lounge
2.10% off for BEBA



Seaview Garden Hotel of QingDao
青岛海景花园大酒店
No.2 Zhanghua Road, Qingdao
青岛市市南区彰化路 2 号
Tel: 0532-8587-5777
Email: hj85875777@126.com
Web: www.seaview.cn
Benefit:
Room offers: low season (December-March) 45% discount, mid season (April, September-November) 40% discount, high season (May-August) 20% discount
Restaurant: 10% discount (BYO 5% discount)



New location added

Abendbrot
阿本布鲁特面包房
Ground floor, Apartment building, German Centre, 88 Keyuan Rd
浦东科苑路 88 号公寓楼底楼阿本布鲁特 德国中心
B1, Zhongshan Park Cloud Nine Shopping Mall, 1018 Changning Rd.,
浦西长宁路 1018 号龙之梦 B1
Tel: 021 6923-3666
Email: shop@abendbrot.com.cn
Web: www.abendbrot.com.cn
Benefit: 10% discount on bakery products (not retail products)



Angelo's New York Italian Restaurant Hangzhou
ANGELO'S 纽约 - 意式西餐厅
No. 6 Lane 2, Baoshi Hill, Baochu Road, Hangzhou
杭州市保俶路宝石山下二弄 6 号
Tel: 0571 8521-2100
Email: benny@angelos-restaurant.com
Web: www.angelos-restaurant.com
Benefit: 10% discount, plus Angelo's VIP card



| Exhibition Calendar of Main City in China, Febuary-March 2016 | | | | | | |
|---|---|-----|-----|--------|--|---|
| Date | Exhibition | AMP | GTQ | Venue | Link | Industry Sectors |
| Beijing | | | | | | |
| 24.02.-27.02.2016 | ISPO BEIJING - International Trade Show for Brands in Sports, Fashion and Lifestyle in Asia | | GTQ | CNCC | www.ispo.com www.ciec-exhibition.com.cn | Sporting Goods (industry 74), Clothing, Fashion, Accessories (industry 10) |
| 25.02.-28.02.2016 | CIAACE - China International Auto Accessories Commercial Expo | | | NCIEC | www.ciaacexpo.com/ www.LM-international.com www.yasn.com.cn | Vehicles (Cars, Commercial Vehicles, Motorcycles, Caravans, Parts and Accessories) (industry 28) |
| 03.03.-06.03.2016 | AMR - Auto Maintenance & Repair - The China International Trade Fair for Auto Maintenance Technology and Equipment, Auto Parts and Accessories | | | NCIEC | www.auto-maintenance.com.cn www.LM-international.com | Vehicles (Cars, Commercial Vehicles, Motorcycles, Caravans, Parts and Accessories) (industry 28) |
| 16.03.-19.03.2016 | Build+Decor - China International Building Decorations and Building Materials Exposition | | | CIEC | www.build-decor.com www.ciec-exhibition.com | Construction Technology, Materials and Equipment, Interior Fittings (industry 09) |
| 17.03.-19.03.2016 | Concrete China - China Int'l Concrete Industry Exhibition | | | CIEC | www.concretechina.org | Cncrete Industry |
| 17.03.-20.03.2016 | Gifts & Home Beijing - China Beijing Int. Gifts, Premium & Housware Expo | | | CIEC | www.giftsbeijing.com/ | Trade Fairs for Consumer Goods (industry 03) |
| 17.03.-20.03.2016 | China Beijing Int. Gifts, Premium & Houseware Expo | | | CIEC | www.giftsbeijing.com/ | Trade Fairs for Consumer Goods (industry 03) |
| 23.03.-25.03.2016 | CIPPE - China International Petroleum & Petrochemical Technology & Equipment Exhibition | | | NCIEC | www.cippe.com.cn/index.html www.china-zhenwei.com.cn | Chemical and Petrochemical Industry (industry 18) |
| 24.03.-26.03.2016 | CCBN - China Content Broadcasting Network Expo | | | CIEC | www.ccbn.tv/ | Information and Communication Technology, Software (industry 42), Photography, Film (Technology, Licences), Broadcasting and Television Technology (industry 30) |
| 25.03.-27.03.2016 | CHINA MED - International Medical Instruments and Equipment Exhibition | AMP | GTQ | CNCC | www.chinamed.net.cn www.cwtc.comwww.mds.cn | Medical Engineering, Health, Pharmaceuticals, Care (industry 56) |
| 29.03.-31.03.2016 | "Clean Energy Expo China - Sustainable Solutions for China's Energy Future: Wind Power China - Solar Thermal China - GridTec China - Distributed Energy China - Bio-Energy China - CIPV Expo China (Beijing) International Solar Photovoltaic Exhibition" | | GTQ | CIEC | www.cleanenergyexpochina.com www.windpowerexpochina.com www.cibexpochina.com www.emobilitychina.com www.solarthermalchina.com www.cipvexpochina.com | Energy (conventional and renewable) (industry 23), Environment and Climate Protection (industry 86), Vehicles (Cars, Commercial Vehicles, Motorcycles, Caravans, Parts and Accessories) (industry 28) |
| 29.03.-31.03.2016 | Intersolar China | | | CIEC | www.messe-freiburg.de www.intersolarchina.com | Energy (conventional and renewable) (industry 23) |
| Shanghai | | | | | | |
| 24.02.-26.02.2016 | SIOF - International Optics Fair | AMP | GTQ | SWEECC | www.siof.cn | Ophthalmic Optics (industry 05) |
| 01.03.-03.03.2016 | SpinExpo - Trade Fair for Yarns and Fibres | | | SPE | www.spinexpo.com | Textiles (Clothing and Home Textiles, Technical Textiles) (industry 80) |
| 01.03.-03.03.2016 | PCHI - Personal Care & Homecare Ingredients | | GTQ | SWEECC | www.pchi-china.com/en/ | Cosmetics, Personal Hygiene, Wellness (industry 44) |
| 01.03.-05.03.2016 | ECF - East China Fair | | GTQ | SNIEC | www.ecf.gov.cn | General Trade Fairs for Capital and Consumer Goods (industry 01) |
| 05.03.-07.03.2016 | Shanghai Overseas Property & Immigration & Investment Exhibition | | GTQ | SICC | www.opifair.com | Banking, Investments, Real Estate (industry 8) |
| 14.03.-17.03.2016 | Breakbulk Transportation Conference & Exhibition | | | SWEECC | www.breakbulk.com | Logistics, Gears and Drives, Conveyance and Storage Technology (industry 55) |
| 15.03.-17.03.2016 | CPCA Show | AMP | | SNIEC | www.cpcashow.com/ www.cpcsa.org.cn/ | Electrical Engineering, Electronics (industry 22) |
| 15.03.-17.03.2016 | LASER World of PHOTONICS CHINA - International Trade Show for Optical Technologies in China incl. electronics China - International Trade Fair for Electronic Components, Systems and Applications incl. productionica China | AMP | GTQ | SNIEC | www.world-of-photonics.net | Technical Optics, Laser Technology (industry 75) |
| 15.03.-17.03.2016 | Semicon China - Semiconductor Equipment & Materials Exhibition | | GTQ | SNIEC | www.semi.org | Electrical Engineering, Electronics (industry 22), Energy (conventional and renewable) (industry 23) |
| 16.03.-18.03.2016 | Yarn Expo Spring - China International Trade Fair for Fibres and Yarns | | | NECC | www.texpertise.messefrankfurt.com | Textiles (Clothing and Home Textiles, Technical Textiles) (industry 80) |
| 16.03.-18.03.2016 | Intertextile Shanghai Home Textiles - Spring Edition - China International Trade Fair for Home Textiles and Accessories | | | SWEECC | www.heimtextil.messefrankfurt.com | Textiles (Clothing and Home Textiles, Technical Textiles) (industry 80) |
| 16.03.-18.03.2016 | Intertextile Shanghai Apparel Fabrics - Spring Edition - China International Trade Fair for Apparel Fabrics & Accessories | | | NECC | www.texpertise.messefrankfurt.com www.ccpittex.com | Textiles (Clothing and Home Textiles, Technical Textiles) (industry 80) |
| 16.03.-18.03.2016 | CHIC - China International Clothing and Accessories Fair (Spring) | | | NECC | www.chiconline.com.cn www.cwtc.com | Clothing, Fashion, Accessories (industry 10), Leather, Leather Goods, Shoes (industry 50) |
| 16.03.-18.03.2016 | PH Value - China Int'l Fashion Fair | | | NECC | www.phvalue.org | Textiles (Clothing and Home Textiles, Technical Textiles) (industry 80), Floorings (industry 07) |
| 22.03.-24.03.2016 | R+T Asia - Asian trade fair for roller shutters, doors/gates, windows and sun protection systems | | | SNIEC | www.rtasia.org | Construction Technology, Materials and Equipment, Interior Fittings (industry 09) |
| 22.03.-24.03.2016 | DOMOTEX asia/CHINAFLOOR - The Largest International Trade Fair for the Floor Covering Industry in Asia and China | | | SNIEC | www.domotexasiachinafloor.com | Textiles (Clothing and Home Textiles, Technical Textiles) (industry 80), Floorings (industry 07) |
| 23.03.-26.03.2016 | IBCTF - International Building & Construction Trade Fair | | | NECC | www.wes-expo.com.cn | Construction Technology, Materials and Equipment, Interior Fittings (industry 09) |
| 25.03.-28.03.2016 | Jewelry Shanghai - Shanghai International Jewellery Fair | | | SEC | www.hmjewelryfair.com/index.html | Gifts, Watches & Clocks, Jewelry, Crafts, Special Occasion Party Items (industry 34) |
| 29.03.-01.04.2016 | Hotelex Shanghai - Shanghai International Hotel Equipment & Supply Exposition | | | SNIEC | www.hotelex.cn www.ubmsinoexpo.com | Hotel and Catering, Shop Fittings (industry 33) |
| 29.03.-01.04.2016 | Ecobuild China (im Rahmen des Shanghai Int. Interior Design Festival) - International Exhibition for the Building Industry | | | SNIEC | www.expobuild.com/ | Construction Technology, Materials and Equipment, Interior Fittings (industry 09) |
| 29.03.-01.04.2016 | Shanghai International Interior Design Festival | | | SNIEC | www.design-festival.net/en/ | Furniture, Interior Design (industry 58) |
| 29.03.-01.04.2016 | China Clean Expo | | | SWEECC | www.chinacleanexpo.com/ | City Sanitation, Water Technology, Waste Disposal, Public Services (industry 45) |
| 30.03.-01.04.2016 | CIHF - China International Hardware Fair | | | NECC | www.hardware-fair.com | Hardware, Tools (industry 21) |

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|-------------------|---|-----|-----|-------------|---|
| Guangzhou | | | | | |
| 24.02.-27.02.2016 | isle - International Signs & LED Exhibition, Guangzhou | | | CIEFC | www.isle.org.cn |
| 25.02.-27.02.2016 | GITF - Guangzhou International Travel Fair - The International Annual Travel Fair in the Asian-Pacific Region | | GTQ | CIEFC | www.hmf-china.com www.gitf.com.cn |
| 25.02.-27.02.2016 | AAC China Guangzhou Int. Automotive Air-conditioning & Equipment Exhibition | | | PWTC | www.84t.cn/kt |
| March 2016 | PVP China - International Pump, Valve & Pipe Trade Show | | | CIEFC | www.waterchina-gz.com |
| 02.03.-03.03.2016 | PFP EXPO SINO-PACK - International Exhibition on Beverage & Brewery Processing Technology/International Exhibition on Packaging Machinery & Materials | | | CIEFC | www.2456.com/sino-pack |
| 02.03.-04.03.2016 | PFP EXPO-PRINTING SOUTH CHINA - South China International Exhibition & Symposium on Prepress and Printing Industries | | | CIEFC | www.printingsouthchina.com |
| 02.03.-05.03.2016 | Dental South China Expo & Conference - South China International Dental Equipment & Technology Expo & Conference | AMP | | CIEFC | www.dentalsouthchina.com |
| 08.03.-08.03.2016 | SIAF - SPS Industrial Automation Fair Guangzhou - Industrial Automation, materials handling and assembly technology Expo and Conference | | GTQ | CIEFC | www.siaf-china.com |
| 18.03.-22.03.2016 | CIFF - Home Furniture - China International Furniture Fair - Home Furniture | | | CIEFC | www.ciff-gz.com |
| 25.03.-27.03.2016 | RC&O - Rehacare & Orthopedic Canton | | | PWTC | www.cantonrehacare.com |
| 28.03.-01.04.2016 | interzum guangzhou - Trade Fair for woodworking machinery, furniture production and interior design | AMP | GTQ | CIEFC | www.interzum-guangzhou.com |
| 28.03.-01.04.2016 | CI&M - China International Woodworking Machinery & Furniture Raw Materials Fair | | | CIEFC | www.interzum-guangzhou.com/ |
| 31.03.-02.04.2016 | CHINA LAB (formerly CECIA) Analytic & Laboratory Equipment Expo & Conference | | | PWTC | www.chinacecia.com |
| Hong Kong | | | | | |
| 05.02.-08.02.2015 | HKTDC Education & Careers Expo | | | HKCEC | www.hkfurfed.com.hk |
| 25.02.-28.02.2015 | HKIFFF - Hong Kong International Fur and Fashion Fair | | | HKCEC | www.hktdc.com |
| 02.03.-06.03.2015 | Hong Kong International Diamond, Gem & Pearl Show | | | HKCEC & AWE | hkjewellery.com |
| 02.03.-06.03.2015 | Hong Kong International Jewellery Show - incl. HKTDC Hong Kong International Jewellery Show | | | AWE | www.jewellerynetasia.com www.asiafja.com |
| 03.03.-06.03.2015 | March Asia's Fashion Jewellery & Accessories Fair | | | HKCEC | hongkong.artbasel.com/ |
| 15.03.-17.03.2015 | Art Basel Hong Kong - International Art Fair (20th & 21st Century Art) | | | HKCEC | www.worlddidacasia.com |
| 18.03.-20.03.2015 | WorldDidac Asia - WorldDidac Asia | | | AWE | "www.hktdc.com |
| 23.03.-26.03.2015 | HKTDC FILMART - International Film & TV Market | | | HKCEC | hkfilmart.com" |
| 30.03.-01.04.2015 | APLF - Fashion Access - Asia Pacific Leather Fair - Fashion Access | | | HKCEC | www.aplf.com |
| 30.03.-01.04.2015 | APLF-MMT - Asia Pacific Leather Fair, Materials, Manufacturing & Technology | | | HKCEC | www.aplf.com |
| Jiangsu | | | | | |
| 27.03.-29.03.2015 | CMT China - The Holiday Exhibition for Tourism and Caravan | | | NIEC | www.njtfc.com.cn |
| Shenzhen | | | | | |
| 30.03.-02.04.2015 | SIMM - China Shenzhen International Machinery Manufacturing Industry Exhibition | | | SZCEC | www.simmexpo.com |
| Nov. 2015 | CHTF China Hi-Tech Fair - ELEXCON (FPD EXPO China) - Photo-electronics and FPD Products & Technology Expo | | | SZCEC | www.chtf.com/english/index.html |
| Taipei | | | | | |
| 11.02.-16.02.2015 | TIBE - Taipei International Book Exhibition | | | TWTC | www.tibe.org.tw |
| 03.03.-08.03.2015 | TIMTOS - Taipei International Machine Tool Show | | | TWTC | www.timtos.com.tw/en_US/index.html |
| 15.03.-18.03.2015 | TILS - International Furniture and Lighting Show | | | TWTC | www.furnituretaipei.com.tw www.tils.com.tw/ |
| 18.03.-21.03.2015 | TAISPO - Taipei International Sporting Goods Show | | | TWTC | www.taiwantradeshows.com.tw |
| 18.03.-21.03.2015 | Taipei Cycle - Taipei International Cycle Show | | | TWTC | www.taipeicycle.com.tw |
| Nov. 2015 | TIIF - Taipei International Travel Fair | | | TWTC | www.taipeitf.org.tw |
| Wuhan | | | | | |
| 18.05.-20.05.2015 | expocentralchina.mofcom.gov.cn www.expocentralchina.org.cn | | | STCEC | expocentralchina.mofcom.gov.cn www.expocentralchina.org.cn |
| 23.09.-25.09.2015 | www.cwme.com.cn | | | WHICEC | www.cwme.com.cn |
| 06.11.-08.11.2015 | www.ovcexpo.com.cn | | | WIEC | www.ovcexpo.com.cn |
| 12.11.-15.11.2015 | www.hmf-china.com www.hbccpit.org | | | WIEC | www.hmf-china.com www.hbccpit.org |
| 12.11.-15.11.2015 | www.ccv.s.asia | | | WIEC | www.ccv.s.asia |
| Zhejiang | | | | | |
| 18.03.-21.03.2015 | IAIE International Medical, Scientific, Education Equipment, Supplies & Technology Exhibition | | | WTCECC | www.iaie-expo.com/ |
| 19.03.-22.03.2015 | ChinaMach - China International Machinery Industry Exhibition | | | INTEX-NG | www.chinamaching.cn www.youanage.com |
| Oct. 2015 | China Yiwu International Commodities Fair -China Yiwu International Commodities Fair | | | MEC | www.chinafairs.org |

For more information on upcoming Trade Fairs and GIC Shanghai Trade Fair services, please refer to contact Ms. Dong Yini, Tel: +86-21 5081 2266 ext. 1619.

These are Events supported by the AHK.

Members of the AHK get a 5% discount for chamber services part when participating

*the Trade Fair Calendar is subject to change. We are not responsible for possible date changes

Thanks to Our Yearly Sponsors 2015/16

Guangzhou Office



Chengdu Office



Shenzhen West PRD Office



New Head of Guangzhou Office at Rödl & Partner

Dr. Alexander Theusner, LL.M. (Hong Kong), became the new head of the Rödl & Partner Guangzhou Office in October 2015. In his previous job, he held the position of senior legal counsel at Siemens AG (Energy Sector) in Germany for 6 years. Dr. Theusner has extensive experience in advising on legal issues related to China and has practiced in the Rödl & Partner Shanghai office from 2006 to 2009. He is specialized in direct investments to China, M&A transactions, energy and infrastructure projects and commercial and corporate law.



ICCS Customers' Event at Tenth Shenzhen Oktoberfest

To express gratitude for their great support in 2015, ICCS invited their customers – airlines & forwarders – to join the 10th Oktoberfest at the Venice Hotel in Shenzhen on 6th November to explore traditional German culture.

The atmosphere of the celebration in the large Munich style beer tent decorated with wooden tables & benches, and traditional Bavarian tablecloths was highlighted by song and laughter. Everyone enjoyed the German buffet, beer and the great live performances by the German band. Customers and staff celebrated their friendship and discussed future cooperation and development while enjoying the games and songs on stage. All guests had a great time during the celebration and thanked ICCS for giving them the opportunity to experience German beer culture live in Shenzhen. ICCS' sales & marketing department and operation department also shared the joy of the party together with customers, took pictures together and toasted to the long-lasting friendship and a better tomorrow.



TUEV SÜD and German Chamber of Commerce Jointly Hold Oktoberfest in Xiamen



TUEV SÜD together with the German Chamber of Commerce in China | South & Southwest China hosted an "Oktoberfest – TUEV SÜD Night" in Xiamen. Mr. Dirk von Wahl, president & CEO of TUEV SÜD Greater China and Mr. Oliver Regner, chief representative of the Delegation of German Industry & Commerce Guangzhou attended the event with more than 300 representatives of enterprises, government authorities, partners and trade associations. Mr. von Wahl said, "Since 1929 TUEV SÜD has been heavily involved in testing all the amusement rides, festival tents and food preparation equipment at the Bavarian Oktoberfest for 100% safety and reliability." Mr. Regner commented, "For more than a decade the German Chamber of Commerce has been bringing this German festival to China. It promotes cultural exchange and supports the development of bilateral economic and trade relations."

New Members South & Southwest China

For full contact information and company profiles of our new and existing members, please visit www.german-company-directory.com

Mr. Ashley Chan
General Manager
TÜV SÜD Certification and Testing (China) Co., Ltd.
Shenzhen Branch
☎ 0755 8828-6998
✉ Tina.li@tuv-sud.cn
www.tuv-sud.cn

Mr. Ralf Mazet
Manager Manufacturing Service Asia
Devolu Asia Consulting (Shenzhen) Co., Ltd.
☎ 0755 2300-2569 ext 301
✉ ralf.mazet@devolo.de
www.devolu.de

Dr. Dale Cox
Head of School
Shekou International School
☎ 0755 2669-3669 ext 255
✉ dcox@sis.org.cn
www.sis-shekou.org

Mr. Martin Uhlemann
Private Member
☎ 15899793000
✉ m.u.szx@icloud.com

Mr. Fulian Ye
Private Member
☎ 0769 2224-8387
✉ fulian.ye@haumann-precision.com

Mr. David Mueller
General Manager
STAUFEN SHANGHAI Consulting Academy Ltd.
☎ 021 6441-7112
✉ d.mueller@staufen.cn
www.staufen.cn

Mr. Leon Wu
Business Director – West Region
Unilever Food Solutions
☎ 0212212-0001
✉ leon.wu@unilever.com
www.unileverfoodsolutions.com.cn

Mr. Anthony Gain
General Manager
Park Hyatt Guangzhou
☎ 020 3769-1234
✉ anthony.gain@hyatt.com
www.guangzhou.park.hyatt.com

Mr. Martin Kaipl
Owner
Martin's
☎ 0769 2276-5885
✉ martin.kaipl@gmail.com
www.martinsbakery.com

3rd
November 2015
Shenzhen

Event: General Manager Roundtable Shenzhen
Venue: GCC Office Shenzhen
Topic: A New Era in Compliance
Chair: Mr. Stefan Kracht | Managing Director, Fiducia Management Consultants

This month's General Manager Roundtable in Shenzhen focused on the topic of compliance. Special guest speaker Mr. Stefan Kracht, managing director of Fiducia Management Consultants first gave an insight into different areas of compliance and what companies have to look for to stay compliant in their business activities. He gave examples of areas that company managers should pay special attention to and gave tips on how to check for behavior that might not be in line with companies' compliance guidelines. Participants of the roundtable shared their experiences on the topic and engaged in an active exchange on specific circumstances they have faced in China and how they dealt with these situations.



3rd
November 2015
Guangzhou

Event: Antworten auf Versicherungsfragen für deutsche Expatriates in China Seminar
Venue: GCC Office Guangzhou
Speaker: Mr. Klaus-Peter von der Eltz | General Manager, ECC GmbH

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✉ fang.fang@sh.china.ahk.de

5th–13th
November 2015
Shenzhen

Event: 10th German Oktoberfest 2015
Venue: The Venice Hotel Shenzhen



The German Chamber of Commerce in China | South & Southwest China happily presented the anniversary edition of the Shenzhen Oktoberfest this year. From 5th to 13th November members and friends celebrated the 10th anniversary of a beloved German tradition right here in Shenzhen. It was a time for local and international friends from South & Southwest China to enjoy a part of German culture with numerous mugs of cold beer and delicious food. A great atmosphere was guaranteed as Mr. Joerg Dellacher and his Muenchner Musikanten – an Oktoberfest band flown in from Germany to entertain the international and local audience – impressed with their marvellous performances of Chinese, Cantonese, German, Austrian and international songs. Guests had the chance to sing, dance and yodel along to folk and modern songs as

well as take part in a variety of games and competitions including playing the alphorn, a traditional instrument from the Alps, ringing cow bells or a quick dance lesson to learn the traditional Schuhplattler dance.

The German Chamber of Commerce in China | South and Southwest China would like to thank all participants of the 10th Shenzhen Oktoberfest. A special thank you goes to our organizing partner the Venice Hotel. Furthermore, the GCC would like to thank all of this year's sponsors of the Oktoberfest who supported us greatly and played a big part in the success of this event highlight: Diamond Sponsor TUEV Sued; Tulip Sponsor Guangdong ZAMA Precision Industry Ltd.; Airline sponsor Lufthansa; Cargo sponsor Fiege and all other supporters of the Oktoberfest.

5th
November 2015
Chengdu

Event: General Manager Roundtable and Factory Visit
Venue: Herrenknecht (Chengdu) Tunnelling Equipment Co., Ltd.
Chair: Mr. Bai Kun | General Manager, Herrenknecht (Chengdu) Tunnelling Equipment Co., Ltd.

10th
November 2015
Foshan

Event: Manufacturing Roundtable
Venue: ARC (Foshan) Industrial Equipment Manufacturing Co., Ltd.
Topic: Manufacturing Challenges in China
Chair: Mr. Ulf Reinhardt | General Manager, ARC (Foshan) Industrial Equipment Manufacturing Co., Ltd.

10th
November 2015
Guangzhou

Event: "Unternehmensfuehrung in China – die wichtigsten chinesischen Vorschriften kurz und knapp erklart fuer deutsche Manager" Seminar
Venue: GCC Office Guangzhou
Speakers: Dr. Alexander Theusner | Head of Guangzhou Office, Rödl & Partner Management Consulting (Shanghai) Co., Ltd. Guangzhou Branch
Mr. Robert Seebeck | Head of Tax and Business Process Outsourcing, Rödl & Partner Management Consulting (Shanghai) Co., Ltd. Guangzhou Branch



11th
November 2015
Guangzhou

Event: Ready to go – Workshop fuer Rueckkehrer
Venue: GCC Office Guangzhou
Speaker: Ms. Meike von Platen-Holzapfel | Coach & Intercultural Consultant

11th
November 2015
Chengdu

Event: "Visa Basics for Germany" Seminar
Venue: German Consulate General in Chengdu
Speaker: Mr. Werner Ihrig | Vice Consul, German Consulate General in Chengdu

"Visa for you – the right way" was the main topic of a seminar introducing visa regulations and most recent changes for travelers from China to Germany. Jointly organized by the German Chamber of Commerce and the German Consulate General in Chengdu, Vice Consul Mr. Werner Ihrig along with his team provided first-hand information on application procedures, fingerprint systems and more. Following the seminar, "Basilico" and "Vino Vito" provided a fine selection of snacks and delicious red wines for a relaxed get-together. We thank the German Consulate General for their support and our guests for joining this special event.



12th
November 2015
Shenzhen

Event: That's PRD Food & Drink Awards 2015
Venue: Futian Shangri-La

10th
November 2015
Guangzhou

Event: Stammtisch for Young Professionals and Students
Venue: Social & Co

17th
November 2015
Guangzhou

Event: Evaluating Effectiveness of your Website through Content Marketing Seminar
Venue: GCC Office Guangzhou
Speakers: Mr. James Du | Chief Marketing Officer, Dezan Shira & Associates; CEO | Asia Briefing

17th
November 2015
Shenzhen

Event: Quality Working Group
Venue: Testo Instruments (Shenzhen) Co., Ltd.

After the successful establishment of the Manufacturing Working Group, this month saw the first meeting of the newly created Quality Working Group. Quality experts of GCC's member companies met on 17th November and discussed quality processes, tools and methods in manufacturing companies as well as recent developments in the field. A variety of interactive exercises enabled active communication between participants and created a platform for knowledge and idea exchange. Host company Testo Instruments (Shenzhen) Co., Ltd. then led all participants on a tour through their factory demonstrating where they see recent improvements and further potential for quality related developments.



17th
November 2015
Guangzhou

Event: That's PRD Food & Drink Awards 2015
Venue: Sofitel Guangzhou Sunrich

18th
November 2015
Shenzhen

Event: Evaluating Effectiveness of your Website through Content Marketing Seminar
Venue: GCC Office Shenzhen
Speaker: Mr. James Du | Chief Marketing Officer, Dezan Shira & Associates; CEO | Asia Briefing



19th
November 2015
Foshan

Event: After Work Networking
Venue: Marco Polo Hotel

19th
November 2015
Shenzhen

Event: Stammtisch Shenzhen
Venue: Bierhaus Shekou

19th
November 2015
Chengdu

Event: Interchamber Networking
Venue: Basilico Restaurant

19th
November 2015
Shenzhen

Event: How to stay "Chinable"? - Compliance for foreign companies in China Seminar
Venue: GCC Office Shenzhen
Speaker: Mr. Peter Pronk | CEO, 1421 Consulting Group

20th
November 2015
Guangzhou

Event: How to stay "Chinable"? - Compliance for foreign companies in China Seminar
Venue: GCC Office Guangzhou
Speaker: Mr. Peter Pronk | CEO, 1421 Consulting Group

24th
November 2015
Guangzhou

Event: German Happy Hour
Venue: The Ritz-Carlton Guangzhou

24th
November 2015
Guangzhou

Event: General Manager Roundtable
Venue: GCC Office Guangzhou
Topic: Challenges with internet and further information channels in China
Chair: Mr. Oliver Regner | Executive Director, GCC | South & Southwest China



26th
November 2015
Shenzhen

Event: Guanxi - Connecting Shenzhen's Young Professionals
Venue: WareHouse Pizza. Bar. Restaurant

27th
November 2015
Guangzhou

Event: "China in those Days" Evening Presentation and Farewell Dinner of our Chief Representative Mr. Oliver Regner
Venue: The Garden Hotel
Speaker: Mr. Thomas Brandt | General Manager, Malaysian-German Chamber of Commerce & Industry



27th
November 2015
Chengdu

Event: Factory Visit
Venue: FAW-Volkswagen Automotive Co., Ltd.



28th
November 2015
Chengdu

Event: "China in those days - postcards from the past" Evening Show
Venue: Chinese Financial Center

On 27th November the German Chamber of Commerce in China | South & Southwest China invited its members and friends to a very special event on the occasion of the farewell of the delegate and chief representative of the Delegation of German Industry and Commerce Guangzhou, Mr. Oliver Regner, also executive director and board member of the German Chamber of Commerce in China | South & Southwest China. Under the motto "China in those Days" bestseller author and collector Mr. Thomas Brandt took participants on a journey into colonial Asian life as well as on the topic of overseas Chinese history. With his collection of ancient postcards and many surprising and entertaining stories he drew direct links to the Pearl River Delta all the way to today's life in China.

Before the presentation Mr. Stefan Rosenbohm, chairman of GCC's board of directors gave a moving speech to thank Mr. Oliver Regner for his very successful formation of the chamber's work in the South and Southwest of China during his past more than four years as executive director here. He listed the many accomplishments and developments during this time and on behalf of the board of directors wished him and his family a successful start for his new assignment in Georgia starting in 2016. The team of the German Chamber of Commerce in China | South & Southwest China would also like to express their sincere thanks to Mr. Regner for his continuous support of GCC's projects during his time in Guangzhou and wishes him all the best for his new tasks.



29th
November 2015
Dongguan

Event: Sunday Networking
Venue: One for the Road Traditional English Pub

1st
December 2015
Shenzhen

Event: General Manager Roundtable
Venue: GCC Office Shenzhen
Topic: Outlook and Expectations for 2016
Chair: Ms. Melanie Lindstaedt | Regional Manager, GCC | South & Southwest China

3rd
December 2015
Guangzhou

Event: "Was Expatriates wissen muessen: Arbeits- Steuer-und sozialversicherungsrechtliche Grundlagen in Suedchina Seminar
Venue: GCC Office Guangzhou
Speakers: Dr. Alexander Theusner | Head of Guangzhou Office, Rödl & Partner Management Consulting (Shanghai) Co., Ltd. Guangzhou Branch
Mr. Robert Seebeck | Head of Tax and Business Process Outsourcing, Rödl & Partner Management Consulting (Shanghai) Co., Ltd. Guangzhou Branch



3rd
December 2015
Guangzhou

Event: Stammtisch for Young Professionals and Students
Venue: COCO TOO

5th
December 2015
Chengdu

Event: Interchamber Charity Christmas Party 2015
Venue: Crowne Plaza Chengdu City Centre

9th
December 2015
Shenzhen

Event: Interchamber Christmas Drinks
Venue: Hilton Shenzhen Shekou Nanhai

10th
December 2015
Guangzhou

Event: Interchamber Christmas Dinner 2015
Venue: Hilton Guangzhou Tianhe

On 10th December the German Chamber of Commerce in China | South & Southwest China teamed up with the British and the French Chamber of Commerce again to invite members and friends to the Interchamber Christmas Dinner in the festively decorated ballroom of the Hilton Guangzhou Tianhe Hotel. The more than 300 guests enjoyed a Christmas style buffet as well as many assorted drink offers throughout the evening. Entertainment included a children's choir from the Utahloy International School in Guangzhou singing Christmas carols, a live band as well as a lucky draw. The German Chamber of Commerce would like to thank the generous sponsors: Martin's in Dongguan for the delicious German baked delicacies and Hofbraeu Muenchen for the free-flow of German beer they provided throughout the whole evening, numerous prize sponsors for the lucky draw and most importantly all the guests for making this event such a great success.



- 10th
December 2015
Shenzhen

Event: Stammtisch Shenzhen
Venue: Bierhaus Shekou
- 17th
December 2015
Chongqing

Event: Christmas Cocktails
Venue: Paulaner Brauhaus, Kempinski Hotel Chongqing
- 17th
December 2015
Guangzhou

Event: Women in Business Working Group
Venue: GCC Office Guangzhou
Topic: Corporate Social Responsibility
- 17th
December 2015
Shenzhen

Event: Guanxi – Connecting Shenzhen's Young Professionals
Venue: Whatever Bar



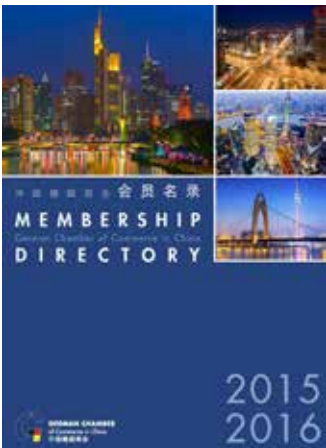
South China Event Highlight

Second Annual German Chamber Ball 2016 in Guangzhou
Prepare yourself for the most exclusive event of the year this April: the second annual German Chamber Ball 2016 in Guangzhou. Join us on 16th April and celebrate an evening of classical as well as modern music and dance the night away for the second time under the theme "Tanz in den Mai" – Dance into May. There will be an international buffet as well as an assortment of drinks throughout the evening accompanying the exciting live performances. Dance classes teaching classical ballroom dances will be available during the weeks leading up to the ball so you can freshen up your dance moves. Attractive sponsorship packages are available for you to present your company during this event highlight in 2016. Please stay tuned for more updates and start getting excited for the second Annual German Chamber Ball in Guangzhou! For more information about sponsorship opportunities and to reserve tickets, please contact our Chamber Team via chamber@gz.china.ahk.de or 020 8755-2353.



Membership Directory 2015/2016

The new Membership Directory 2015/2016 provides an in-depth view into the Who-is-Who of German companies in China with profiles of over 2,600 members of the German Chamber of Commerce in China. As the most comprehensive and complete publication of its kind, the Membership Directory serves as a source of information for both members and non-member companies wanting to contact them.



As a member of the German Chamber of Commerce in China | South & Southwest China you should have already received a copy by now. Please contact our Chamber team via ☎ 020 8755-2353*225 or ✉ chamber@gz.china.ahk.de if you have not yet received your personal copy.

AHK South & Southwest China Welcomes New Delegate

On 1st January 2016, Mr. Jens Hildebrandt assumed the role of Delegate and Chief Representative of the Delegation of German Industry and Commerce Guangzhou as well as Executive Director and Member of the Board of the German Chamber of Commerce in China – South and Southwest China. Mr. Hildebrandt had previously held the position as General Manager of German Industry & Commerce Guangzhou until 2012 and is now returning to the Pearl River Delta after posts in Prague and at the organization's headquarters in Berlin as Director East Asia.



The Chamber team in South & Southwest China welcomes Mr. Hildebrandt and wishes him a successful start for his new role in Guangzhou.

Chamber Event Calendar

| | |
|---------------------------|---|
| 23 rd February | General Manager Roundtable Guangzhou |
| 25 th February | Women in Business Working Group Guangzhou |
| 1 st March | General Manager Roundtable Shenzhen |
| 29 th March | General Manager Roundtable Guangzhou |
| 24 th March | Women in Business Working Group Guangzhou |

Regular Social Events

German Happy Hour Guangzhou – every last Tuesday of the month at various exciting venues in Guangzhou
Stammtisch Shenzhen – every 1st Thursday of the month at Bierhaus Shekou
Young Professionals Stammtisch Guangzhou – every 2nd Thursday of the month
Guanxi-Connecting Shenzhen's Young Professionals – every last Thursday of the month

Training Calendar 2016

| Date | Training |
|---|--|
| 5 th March – 16 th July | Business German A2 |
| 17 th & 18 th March | Supervisory Management Skills |
| 24 th March | Advanced Excel Business Data Processing and Analysis Excel |
| 25 th March | How to Create Perfect PowerPoint Presentations |

Welcome to Foshan National Hi-tech Zone,
The Best Investment and Business Start-up Base!

Founded in 1992, Foshan High-tech Industry Development Zone (FHDZ) is a National high-tech zone that is located in Foshan, Guangdong Province, P.R.China. FHDZ is one of the top High-tech Zones in South China.

The Zone is at the hinterland of Pearl River Delta area, adjacent to Guangzhou in the East, close to Hongkong and Macao in the South. With superior location and transportation, the zone has attracted many world famous enterprises including Volkswagen, Siemens, Osram, BASF, Sacmi, Roca, Sirona, Chimei, Honda, Toshiba and other companies.

Website: <http://www.fhdz.com.cn/en>
E-Mail: fhdz@fhdz.com.cn
Tel: +86 757 86683396/16683377


New Benefit Partners South & Southwest China

For a detailed description of our Benefit Partner Program, please visit our website: <http://china.ahk.de/chamber/benefit-partner>


French Touch Kitchen
深圳法元素餐饮管理有限公司
Shop 112, Block 7, Din Tai Feng Hua, Dongbin Road,
Nanshan District, Shenzhen 518000
深圳市南山区鼎太风华 7 期 112 号
Tel: 15112500312
Web: www.ftkitchen.cn
Benefits: 1. 10% discount on whole grocery catalogue
2. 10% discount on first lunch box order



The Westin Shenzhen Nanshan
深圳益田威斯汀酒店
No. 9028-2 Shennan Avenue, Nanshan District,
Shenzhen 518053
深圳市南山区深南大道 9028-2 号
Tel: 07552698-8888
Web: westin.com/shenzhen
Benefits:
1. 15% discount on food only at Seasonal Tastes (not valid for premium seafood items such as Hairy Crab, Abalone, Lobster, Bird's Nest, Wagyu Beef or any set menu)
2. 15% discount on food only at Five Sen5es (not valid for premium seafood items such as Hairy Crab, Abalone, Lobster, Bird's Nest, Wagyu Beef or any set menu)
(Offer is not valid on Christmas Eve (dinner), New Year's Eve (dinner), Valentine's Day, Chinese Lunar New Year's Eve (whole day), 1st, 2nd & 3rd day of Chinese Lunar New Year, 15th day of Chinese Lunar New Year (Yuan Xiao Festival), Mother's Day, International Children's Day or any other special event/promotion organized by the hotel.)



Orchestra of Sichuan Conservatory of Music (SCCMSO)
四川音乐学院交响乐团
No. 6 Xincheng Road, Chengdu, 610021
成都市新生路 6 号, 610021
Tel: 028 6995-7643
E-mail: shibinsong@hotmail.com
Web: www.cysmwh.com/yz.asp
Benefits: 15% discount on ticket of SCCMSO Music Season Concert in Sichuan Conservatory of Music Concert Hall



The Venice Hotel Shanzhen
深圳威尼斯酒店
No. 9026 Shennan Avenue, Overseas Chinese Town,
Shenzhen 518053
深圳市华侨城深南大道 9026 号, 518053
Tel: 075 52693-6888
Web: www.szvenicehotel.com
Benefits:
1. 10% discount on food and beverages at Cafe Zentro, Marco's Chinese restaurant and Blue Italian Seafood & Grill restaurant (except for special festival, promotional items and special offers)
2. 10% discount on daily best available room rate (not available during Chinese New Year & National Day periods, rooms and rates are subject to hotel availability)
(Offers cannot be used in conjunction with any other promotion, program or certificate)




Erlebnisreisen Tibet
西藏体验之旅
7F, Expressway Mansion, No. 30 Ximianqiao Street, Chengdu 610000
四川省成都市武侯区洗面桥街 30 号高速大厦 7 楼, 610000
Tel: 028 8503-0959
Email: info@erlebnisreisen-tibet.com
Web: www.erlebnisreisen-tibet.com
Benefit: 10% discount for tour package



Martin's
20, 1F, IEO Dynatown, Dongcheng East Road, Dongguan 523120
东莞市东城东路星河传说星河新天地 20 号楼 1 楼 523120
Tel: 076 92276-5885
Web: www.martinsbakery.cn
Benefit: 10% discount in a la carte orders



Mandarin House (Chengdu)
美和汉语 (成都)
1708, No. 68 Zhiquan Section, Dongda Street,
Jinjiang District, Chengdu 610000
成都市锦江区东大街芷泉段 68 号时代 8 号
2 幢 1 单元 17 楼 1708 室 610000
Tel: 400 633 5538
E-mail: info@mandarinhouse.cn
Web: www.mandarinhouse.com
Benefit: 10% discount on Mandarin course tuition fee




Mandarin House (Shenzhen)
美和汉语 (深圳)
1118, No. 171 Mintian Road, Futian District, Shenzhen 518000
深圳市福田区民田路 171 号新华保险大厦 1118 室 518000
Tel: 400 633 5538
E-mail: info@mandarinhouse.cn
Web: www.mandarinhouse.com
Benefit: 10% discount on Mandarin course tuition fee



InterContinental Century City Chengdu
成都世纪城天堂洲际大饭店
No. 88 Century City Boulevard, Chengdu 610000
成都市高新区世纪城路 88 号 610000
Tel: 028 8534-9999
Web: www.ihg.com
Benefits: 10% discount on hotel best flexible rate
15% discount on buffet in cafe except festival



Elephant Garden Thai Seafood
大象花园泰式海鲜料理
No. 6/9 Hangkong Road, Wuhou District, Chengdu 610000
成都武侯区航空路 6 号附 9 号 610000
Tel: 0288557-3778
Benefits:
1. 15% discount on food
2. 10% discount on drinks and desserts



Chengdu DisZero Vehicle Rental Co., Ltd.
成都零距离汽车租赁有限公司
No. 388 Qingbo Road, Qingyang District, Chengdu 610000
四川省成都市青羊区清波路 388 号 610000
Tel: 028 6633-3671
Email: cd_diszero@163.com
Web: www.diszero.com
Benefit: 15% discount on car rentals



Kenny Rogers ROASTERS Catering (Shenzhen) Company Ltd.
深圳罗杰斯餐饮 (深圳) 有限公司
B29, LinkCity, Fuhua Road, Futian District, Shenzhen 518000
深圳市福田区福华路地下一层连城新天地商业街 B29 号 518000
Tel: 075 58257-5921
02-22/23, 2F, Wanke Plaza, No. 7188 Longxiang Road, Longgang District, Shenzhen 518000
深圳市龙岗区龙翔路 7188 号万科广场二层 02-22/23 号 518000
Tel: 075 58930-3101
E-Mail: fredaliang@krrchina.com
Web: www.kennyrogersroasters.com
Benefit: 15% discount on all menu items except promotional items




Vito Wine Limited Liability International Trading Company
维多维国际贸易 (成都) 有限公司
Building 3-2-B, No. 5 Tongzilin East Road, Wuhou District,
Chengdu 610000
成都武侯区桐梓林东路 5 号 3-2-B 610000
Tel: 028 6250-8156
E-Mail: vitolocastro@yahoo.com
Web: www.vdv.net.cn
Benefit: 18% discount on the Group Purchase List Price



Park Hyatt Guangzhou
广州柏悦酒店
No. 16 Huaxia Road, Zhujiang New Town,
Tianhe District, Guangzhou 510623
广州市天河区珠江新城华夏路 16 号 510623
Tel: 020 3769-1234
Fax: 020 3769-1235
E-Mail: guangzhou.park.hyatt.com
Web: www.guangzhou.park.hyatt.com
Benefit to be offered: 10% discount on rooms based on the daily best available rate



Mediterranean Sun
艾嘉路地中海阳光西餐厅
L226-L227 Centurial Zhuoyue Building,
Futian District, Shenzhen
金田路会展中心卓越世纪中心 4 号楼 2 楼 L226-L227 铺 (近财富大厦)
Tel: 0755 2531-3842
Fax: 0755 2531-3842
Benefit: 10% discount on the bill plus a Limoncello or Grappa on the house



Baia
B301, Sea World, No. 8 Wanghai Road, Shekou, Shenzhen, China
深圳市蛇口望海路 8 号, 海上世界 B301, 518069
Tel: 0755 2681-8836
Web: www.baia.com.hk
Email: welcome@baia.com.hk
Benefit: 10% discount on total food and beverage bill (not valid in conjunction with special events and promotions)



South China Training Highlights

5th March – 16th July 2016 (GZ): Business German A2

Participants of this course will be able to understand sentences and commonly used expressions of different topics (e.g. personal and family information, shopping, work and immediate surroundings). They will be able to hold a simple conversation and to simply describe themselves (personal information, education background and etc.) as well as their immediate surroundings and needs.

Training Language: Chinese and German

17th & 18th March 2016 (SZ): Supervisory Management Skills

The purpose of management is to lead the team to achieve results. As a supervisor, do you know how to manage others efficiently in order to complete tasks? Are you aware of the roles, responsibilities and skills of a successful manager? This training not only answers the above questions, but also introduces participants to the most up-to-date topics and tools, which are designed for new leaders and supervisors.

Training Language: Chinese

24th March 2016 (GZ): Advanced Excel Business Data Processing and Analysis Excel

Do you need to apply advanced Excel skills to a new task? This training will improve participants' knowledge about Excel through a large number of exercises. After this training course, they will be able to increase their Excel skills using experience and gain advanced Excel application skills.

Training Language: Chinese



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Cover image: © Shutterstock.com

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