

# BUSINESS TIANJIN

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津衛商務

2014  
JULY

# 16

## Taking the Aviation Industry to New Heights of Excellence

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JULY 2014



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Dear Readers,

I hope you're all enjoying this fine summer weather and making the most of the city's burgeoning leisure scene. As I'm writing this we are in the midst of the biggest international sporting event on the planet: the 2014 football World Cup. Although it has been a particularly disappointing tournament for our English and Spanish readers, we should all celebrate the power this event has in bringing nations together. With all the action that's going on in the domestic football leagues, hopefully it won't be much longer until China qualifies for the World Cup again.

Our Cover Story this month is based around our recent interview with Airbus (Tianjin) Final Assembly's General Manager, Mr. Andreas Ockel. This sophisticated assembly site has a fascinating story and exemplifies Tianjin's appeal as a location for multinational companies to set up advanced manufacturing facilities. Mr. Ockel tells us about the day to day operational aspects of the Airbus site and gives us an insight into the soaring demand for his company's aircraft coming from the Chinese air travel market.

This edition also features a Dialogue with a very special business leader, Mr. Du Zhongxuan of the Hyatt hotel group. Having become the first ever Chinese national to be appointed as the General Manager of a luxury hotel in the United States, Mr. Du has come to Tianjin to run the Hyatt Regency Tianjin East hotel in the Hedong district, and to his new role as the Area Vice President for Hyatt. His story serves as an inspiration to aspiring young business leaders and I hope you enjoy reading it.

I would also highly recommend reading this month's Feature Story, which challenges some of the misconceptions about China's foreign policy outlook and it explores some of the implications that this country's increasing power could have on the rest of the world.

As ever, be sure to check out all of our regular monthly columns which give you the very best expert information on issues related to the business world. For more information about our magazine, or to subscribe to our daily E-newsletter service, please visit our website: [www.businesstianjin.com](http://www.businesstianjin.com).

Yours sincerely  
Josh Cooper

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Business Tianjin / July 2014



## ▲ The Kerry Centre Takes on Tianjin

The Kerry Centre has been setting up properties all over China and now has taken on Tianjin. Three giant residential towers have sprouted from the ground by the Hai He, along with a hotel, shopping mall and much more. [See P20](#)



## ◀ No Superheroes, Only Super Teams: A Dialogue with Hyatt's Mr. Z. Du

The story of the rise of a Chinese in the American hotel industry has been a source of inspiration to young people when it was featured in CNBC and Phoenix TV, Hong Kong. The trajectory of Mr. Du Zhongxuan's career, spanning two decades, has brought him to Maui, Guam, Vancouver, Shanghai, Xian and now, Tianjin. Usually, Chinese people studying overseas focus on maths, computer science or laboratory work. If one gets a doctorate degree he expected to pursue a career in academia. Many young people think it's impossible to move up in the hotel industry, citing cultural and language differences. [See P20](#)



## ◀ China's Red Hot Movie Market

Two years ago, China overtook Japan to become the second largest film market in the world. Some industry experts predict that China will overtake the U.S. film market as early as 2018. Last year, ticket sales in China skyrocketed by 27% compared to 1% in North America, according to data from the Motion Picture Association of America (MPAA). The golden era of Chinese filmmaking is here and around 13 new movie theaters are being built daily in order to accommodate the growing demand. [See P34](#)

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## TIANJIN NEWS

### Banyan Tree Tianjin Riverside Picks Up Litter Around Haihe River on World Environment Day



5 June, World Environment Day, in order to create more awareness of environmental protection, Banyan Tree Tianjin Riverside organized an activity whereby participants took to the streets to pick up litter around the Haihe River surrounding the hotel. The theme of this activity was "Embracing the environment, empowering the people". Situated in the emerging metropolis of Tianjin City in Hebei district, Banyan Tree Tianjin Riverside is a stylish contemporary urban resort with unparalleled views of the picturesque Hai River. Banyan Tree Tianjin Riverside is the first hotel of the group to present the renowned Banyan Tree Spa in Northern China.

### Tianjin Airlines to Open New Routes to Russia's Irkutsk, Japan's Okinawa & Shizuoka



CapitaLand's wholly-owned serviced residence business unit, The Ascott Limited (Ascott), has entered into a strategic alliance with Beijing Vanke Co., Ltd. (Beijing Vanke), a wholly-owned subsidiary of Vanke China Co., Ltd. (Vanke), to drive Ascott's expansion plans in China. Ascott will in turn provide its leading capabilities in managing award-winning serviced residences. Ascott's first Citadines-branded serviced residence in Beijing, the 157-unit Citadines Daxing Beijing, and the 198-unit Somerset Shunyi Beijing are both slated to open in 2017. The two properties will strengthen Ascott's leadership position with over 10,800 apartment units in 60 properties across 20 cities.

### China Initiates First Zero-emission Seawater Desalination Project in Tianjin

Construction started on China's first zero-emission seawater desalination plant in the northern coastal city of Tianjin. Costing 15 billion CNY (2.4 billion USD) by XIANDA (Tianjin) Seawater Resources Development Co., Ltd., a subsidiary of Malaysia's Enersave Group, the project is expected to go into operation in 2017 and desalinate 300,000 tonnes of seawater per day.

The project in the Tianjin Nangang Industrial Zone will supply water for petrochemical plants in the zone, according to Victor Wee, chairman of XIANDA. "We will not only supply water for industrial, but also produce chemicals with the strong brine residue," said Wee. "We can also desalinate seawater to the standard of drinking water, if necessary." The project is one of the eight economic and trade cooperation projects signed in October 2013 during the China-Malaysia Economic Summit. China is Malaysia's largest trade partner, and bilateral volume of trade has topped 100 billion USD.

### 2014 Tianjin Summer Davos Forum to be Held Between 10-12 September



The 2014 Tianjin Summer Davos Forum, also known as the Eighth Annual Meeting of the New Champions, will be held at the Meijiang Convention and Exhibition Center from Sept 10 to 12. The theme for this forum is "Creating Value through Innovation". To better use the Davos Forum as a platform to spread the voice of China and Tianjin, the first brainstorming session for the forum was held at the Meijiang Convention Center on 20 March. Deputy Mayor Ren Xuefeng and Lee Howell, executive director of the World Economic Forum, attended the meeting.

### Hotel Indigo Tianjin Haire Awarded 2014 TripAdvisor/Daodao Certificate of Excellence

Hotel Indigo Tianjin Haire announced that it has received a TripAdvisor/Daodao Certificate of Excellence award 2014. The accolade, which honors hospitality excellence, is given only to establishments that consistently achieve outstanding traveler reviews on TripAdvisor/Daodao, and is extended to qualifying businesses worldwide. Establishments awarded the Certificate of Excellence are located all over the world and represent the upper echelon of businesses listed on the website. When selecting Certificate of Excellence winners, TripAdvisor uses a proprietary algorithm to determine the honorees that takes into account reviews ratings. Businesses must maintain an overall TripAdvisor bubble rating of at least four out of five, volume and recency of reviews. Additional criteria include a business's tenure and popularity ranking on the site.



## Tianjin Airlines Unveils New Uniforms for Cabin Crew



Tianjin Airlines unveiled new flight attendant uniforms "If You Are the One" on 8 June - the airline's fifth anniversary, bidding farewell to the old sportswear and providing passengers with a fresh look. Starting from 8 June, the new uniforms that reflect Tianjin Airlines' clean, young and modern brand aesthetic will be worn by more than 2,000 flight attendants on its 140 domestic and international routes. The designs feature a combination of light gray dresses, white shirt and gray pants, enriched with eye-catching brightly colored scarves. Specifically, the uniforms for female flight attendants are identical to that of the actress in the movie "If You Are the One". The new gray uniforms, a visual expression of the airlines' global focus and reinvention strategy, bring a fresh and international style to the airline, creating a more professional image for the airline's flight attendants.

## Oregon Legislature Agrees to Friendship Pact with Tianjin



The Oregon Legislature has entered into a friendship pact with Tianjin, China to promote trade and exchanges in science, culture, education and other areas. House Speaker Tina Kotek, D-Portland, signed the agreement Tuesday on the Legislature's behalf while in Tianjin for a trade mission with other lawmakers and Port of Portland officials. "This agreement will bolster economic trade, improve cooperation between our ports, improve cultural relations and strengthen the growing friendship between Oregon and Tianjin," Kotek said in a press release. Officials later toured the Port of Tianjin, the third-largest port in China and the sixth-largest in the world.

## Ascott Secures First Franchise Agreements



CapitaLand's wholly-owned serviced residence business unit, The Ascott Limited (Ascott), has secured its first franchise agreements in Vientiane, the capital city of Lao People's Democratic Republic (Laos), and Bali, Indonesia. The agreements are for an operating serviced residence in Vientiane that will be rebranded as a 116-unit Somerset Vientiane in the fourth quarter of 2014, and a 194-unit Citadines Kuta Beach Bali that is scheduled to open in August this year. Mr Lee Chee Koon, Ascott's Chief Executive Officer said: "We are excited to bring our Somerset brand to Laos, which has been attracting foreign direct investment in its natural resources and hydropower sectors. As the Laos government pushes for more economic reforms and creates more special economic zones across the country, the number of expatriates and corporate travellers in the economic hub of Vientiane will increase. This will generate significant demand for our serviced residence, especially since there is a lack of international-class serviced residences in Vientiane."

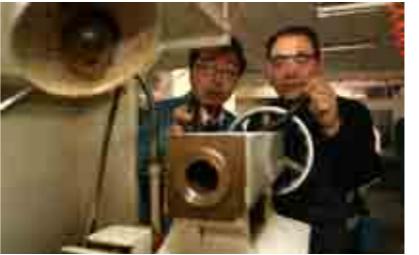
## Tianjin Hospital Opens Branch in Cangzhou, Hebei Province

Public health resource sharing between Beijing, Tianjin and Hebei is accelerating, with a branch of a Tianjin hospital opening in Cangzhou, Hebei province. The Branch of Tianjin Medical University Cancer Institute and Hospital will offer services to residents of Cangzhou, about 120 kilometres from Tianjin. With a history of more than a century, TMUCIH has developed into a large, highly specialized cancer facility with integrated patient care, education, training, research and prevention facilities. In 2013, TMUCIH was appointed as a National Clinical Research Centre for Cancer by the Ministry of Science and Technology of the People's Republic of China. Experts from the hospital will visit the branch regularly to provide technical guidance, teach surgery and consult with patients.

## Tianjin Undergoes Mixed Ownership Economy Boost

Tianjin will highlight the connection of projects between state-owned and private businesses, which have been the result of a boost in the city's mixed ownership economy, the city's vice-mayor recently said. After several years of steady growth, Tianjin has entered a critical stage of economic restructuring. Under the joint effort, Tianjin's state-owned Assets Supervision and Administration Commission signed a strategic cooperation agreement with the Tianjin Federation of Industry and Commerce during the 8th China International Private Equity Forum and Technology International Private Equity Forum, to jointly increase the development of the city's mixed ownership economy. By the end of March a total of 470,000 private businesses in Tianjin had a registered capital of 1.3 trillion CNY. The city's private economy achieved 140.8 billion CNY in added value, more than 44 percent of the city's total economic output.

## Vocational Students' Competition Taking Place across 12 Cities, Including Tianjin



The 2014 National Vocational Students Skills Competition is now taking place in 12 competition areas, including Beijing and Tianjin. Launched by the Ministry of Education for secondary and higher vocational students in 2008, the competition has taken place six times. This year's competition is organized by the Education Ministry together with 30 ministries, commissions and local governments. The event began 31 May and will continue until 27 June. More than 10,000 vocational school students are taking part in this year's competition under the guidance and instruction of more than 6,000 teachers. The competition covers a wide range of techniques and skills that vocational students acquired at school, including cooking, artistic flower arranging, repair of agricultural machinery, mineral selection, robot technology, tour guide service and nursing skills.

## FINANCE

### Bank Official Charged with Accepting Bribes



A senior manager of a state-owned bank stood trial on Wednesday on charges of accepting bribes, including 4 kg of gold bars. Yang Kun, a former vice-chairman of the Agricultural Bank of China, stood trial in Nanjing Intermediate People's court for allegedly accepting bribes worth 30.79 million CNY (4.94 million USD). The prosecutors said that during Spring Festival 2009, Yang accepted 4 kg of gold bars from a real estate businessman who wanted a loan from the bank to finance a residential project in Beijing. The gold bars were valued at about 1.15 million CNY. Yang was accused of accepting bribes on five instances, including a painting by Qi Baishi, a famous Chinese artist, valued at about 1.8 million CNY.

## China's Manufacturing Activity Picks Up



The official purchasing managers index (PMI) hit 50.8 in the month, up from 50.4 in April, the National Bureau of Statistics said. Any reading above 50 indicates growth. The country's economy grew by 7.4% in the first three months of the year, down from 7.7% growth in the previous quarter. Last month, another PMI survey by HSBC gave a preliminary reading for May of 49.7, also a five-month high. This survey focuses on smaller companies in the private sector, while the official PMI survey is weighted more towards bigger, state-owned enterprises. These policies have included extending tax breaks for small and medium-sized companies, and ramping up spending on China's railway infrastructure. Earlier this year, Premier Li Keqiang set a target of around 7.5% growth this year. China's GDP growth has been falling since 2010, when it stood at 10.4%.

## China Halts Free Trade Zone Applications

Policymakers have suspended applications from local governments to set up free trade zones (FTZ). The FTZ application process has been halted, because top policymakers are "unsatisfied" with problems that emerged in the applications, reported Wednesday, citing an unnamed source familiar with the matter. More than 20 local governments have listed the establishment of FTZs in their government work reports for 2014. More than 200 state-level economic development zones and over 6,000 lower-level ones had been approved by the end of the 1990s, according to the report, and this has resulted in problems such as repeated construction and property bubbles. The regions that apply for launching FTZs should have conditions for developing international trade and services trade, Huo Jianguo, director of the Chinese Academy of International Trade and Economic Cooperation, said, noting that the FTZs should also play a positive role in boosting regional economic development.



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## Exports Recovery Bodes Well for Economy



China's exports continued to recover in May amid improving demand in developed countries, which analysts believe will ease concerns over a slowdown and help to stabilise growth. However, imports in May declined by 1.6 percent year-on-year, compared with the 0.8 percent growth in April and 11.3 percent slump in March, according to the General Administration of Customs. Liu Xuezhi, a researcher at the Bank of Communications, said the performance of May exports is "a positive sign" for the economy, which has been showing signs of stabilization since May. Economic growth eased to 7.4 percent in the first quarter, below the government's target of 7.5 percent for 2014. But recent data have suggested a stabilizing trend. The purchasing managers index, a key indicator of economic performance, increased to 50.8 from 50.4.

## New Key Border Area Approved in Northern China

A new experimental area for development and opening up at the border of north China's Inner Mongolia Autonomous Region has been approved, said a local official. After two years of preparations, approval is a breakthrough for Erenhot, an inland port city which borders Mongolia, said Wu Tielin, an official with the Inner Mongolia Reform and Development Commission. Erenhot was approved as one of China's 13 border cities for opening up in 1992 and is now among the few inland ports with a cargo of more than 10 million tonnes per year. Erenhot has been a bridgehead for China's economic and trade ties with Mongolia. In 2012, the State Council, China's Cabinet, approved plans to build up Manzhouli, in the north of Inner Mongolia, Dongxing in the southern Guangxi Zhuang Autonomous Region and Ruili in the southwestern Yunnan Province into key experimental areas for development and opening up.

## Chinese Vice Premier Meets GE Chairman & CEO

Chinese Vice Premier Zhang Gaoli met with Chairman and Chief Executive Officer Jeffrey R. Immelt of General Electric Co., urging the firm's closer cooperation with China. Zhang said currently China-U.S. trade and investment cooperation has been constantly expanded and the two countries' interests are more interconnected. The vice premier called on GE to seize the opportunity to facilitate cooperation with China in various areas, and form with its Chinese partners a community of shared interests. Zhang hoped GE would make positive contribution to China's economic and social development, as well as the growth of the new type of China-U.S. relations. Immelt, who is also the chairman of U.S. President Barack Obama's Council on Jobs and Competitiveness, said GE would continue to implement its commitment to and investment in China, vowing to contribute to China's reform and economic and social development.

## China to Adopt New Train Operation Plan



The China Railway Corporation (CRC) announced a new national train operation plan with more bullet trains, boosting the capacity of the country's trunk lines and cargo service. Apart from offering more high-speed bullet trains, the CRC will have other passenger trains run at faster speeds with better service, including some ordinary trains equipped with air conditioning. To meet the demand of the booming e-commerce business in China, the CRC will also open six one-stop direct cargo trains between Beijing, Shanghai, Guangzhou and Shenzhen to move goods more quickly. China had a combined railway network of over 100,000 km in total length by the end of last year, including more than 10,000 km in high-speed tracks, and plans to increase the total railway mileage to 120,000 km by 2020.

## LAW & POLICY

### China's Nuclear Power Plants Regarded as "Generally Safe"



China's operating nuclear power units enjoy a relatively good safety record, and the quality of the units under construction has been well controlled, said the head of China's nuclear watchdog. Li Ganjie, vice minister of environmental protection and head of the National Nuclear Safety Administration, told a press conference that no serious operational incidents have occurred in the 30 years since China launched its first nuclear power plant. In 1984, the country began to build its first nuclear power plant, the Qinshan Nuclear Power Plant, in the eastern province of Zhejiang. The domestically designed facility was put into operation in 1991. China now has 19 operating nuclear power units and 29 units under construction, ranking it as one of the biggest nuclear power nations in terms of the number of such facilities, according to Li.

## China Drafting Plan for Silk Road Cooperation

China is drawing up a plan for the Silk Road Economic Belt and the 21st Century Maritime Silk Road. The plan is being devised by the National Development and Reform Commission and other ministries, Fan Hengshan, deputy secretary general of the commission said. The plan will develop both inland and coastal areas, as well as less prosperous middle and western regions. The concepts of the belt and maritime route were firstly proposed by Chinese President Xi Jinping last year, and reiterated by Premier Li Keqiang at the Boao Forum in April. Strengthening economic ties along the two routes is an opportunity for the country to push forward opening up and maintain economic advances.

## TELECOM

### Alibaba Group & China Post to Cooperate on Logistics



Alibaba Group and China Post are planning a joint smart logistics network in small cities and rural areas. Alibaba founder and chairman Jack Ma and China Post's general manager Li Guohua signed a deal on Thursday to deliver online purchases anywhere in China within 24 hours. The two companies will share warehouses, processing centers and delivery resources. Alibaba hopes to extend its reach to third and fourth tier cities and even the countryside with the help of China Post's offices in rural areas. The two parties are also considering international deliveries through China Post's global logistics network.

## GENERAL

### Chinese Copper Firm Brings Jobs to US County



A Chinese copper tubing company opened a plant in Alabama's Wilcox County recently, giving residents of the poorest county in America hopes for a better life. The southwest Alabama County, which had no major industry for nearly half a century, traditionally led the state in unemployment. However, all this changed after the opening of the 100 million USD plants, GD Copper USA, which is expected to bring 500 jobs to the region. US Congressman Terri Sewell said at the plant's opening ceremony that the plant's start of operation marked an important day in Alabama. The economy of Wilcox County had lagged behind due to a lack of good resources and opportunities, but now it has both, Sewell added, urging the employees of GD Copper USA to work hard so as to help the plant achieve a big success.

## CHINA IN THE WORLD

### China Plays Vital Role in Growth & Peace in Asia-Pacific, According to Experts

China has been playing a very important role to fuel economic development and maintain peace and stability in the Asia-Pacific region, Cambodian scholars said. "China plays the first and most important role in boosting economic development of countries in Asia-Pacific," Cheam Yeap, a senior lawmaker and a member of the Central Committee for the ruling Cambodian People's Party. Chheang Vannarith, senior researcher of the Cambodian Institute for Cooperation and Peace, described China as the locomotive of regional economic development and prosperity. On the security front, he said China's security role is under pressure and being challenged by the status quo powers.

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# Calendar

## JULY 2014

Tianjin & Beijing & Shanghai EVENTS

**03**  
THU  
星期四

**2014 9<sup>th</sup> China (Shanghai) International LED Lighting Industry Technology Exhibition and Forum**

2014第九届中国(上海)国际LED  
照明产业技术展览会暨高峰论坛  
◆ Shanghai International Exhibition Center  
上海国际展览中心  
✉ www.fashionshanghai.com/  
3-6 July



**04**  
FRI  
星期五

**BMW Test Drive**

宝马试驾活动  
◆ Binhai International Convention & Exhibition Center  
滨海国际会展中心  
✉ http://www.bicec.com.cn/  
4-7 July



**12**  
SAT  
星期六

**Tianjin Philharmonic Series No.8**

The classics of Germany and Austria  
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editor@businesstianjin.com

**05**  
SAT  
星期六

**2014 5<sup>th</sup> China (Beijing) Food & Beverage Expo**

2014年第五届中国(北京)

国际食品饮料博览会



**2014 Beijing Tea Industry and Tea Culture Expo**

2014年北京茶业及茶文化博览会

**2014 5<sup>th</sup> Beijing China International Exhibition vegetarian regimen**

2014第五届中国北京国际素食养生展览会

◆ Beijing National Agricultural  
Exhibition Center 北京农业展览馆  
📞 010-57289192  
✉ http://www.cfabf.com

**09**  
WED  
星期三

**World Consumer Goods Fair 2014 Tianjin**

2014天津世界消费品博览会、  
天津国际进口商品交易会  
◆ Binhai International Convention & Exhibition Center 滨海国际会展中心  
✉ http://www.bicec.com.cn/  
9-13 July



**26**  
SAT  
星期六

Special Days

1 June International Children's Day  
2 June Dragon Boat Festival

5 June World Environment Day  
15 June Father's Day

**16**  
WED  
星期三

**Spring 2014 exhibition fairs sea fishing ordering**

2014碧海钓具展春季展销订货会  
◆ Tianjin Meijiang International Convention & Exhibition Center  
天津梅江国际会展中心  
✉ www.yujuzhan.com/  
16-18 July



**26**  
SAT  
星期六

**Summer Wedding Expo 2014 Shanghai**

2014夏季上海婚博会  
◆ Shanghai Exhibition Center  
上海展览中心  
✉ www.591wed.com/expo-sh.php

**25**  
FRI  
星期五

**Hayao Miyazaki**

宫崎骏久石让动漫主题音乐会  
◆ Western Shore Art Salon  
西岸艺术馆  
⌚ 19:30  
¥ 50 - 150  
📞 +86 22 2326 3505



**28**  
MON  
星期一

**28**  
MON  
星期一

**China merchandise trade fair**

中国日用百货商品交易会  
◆ Shanghai Exhibition Center  
上海新展览中心  
📞 +86 21 5499 5547



Special Days

1 June International Children's Day  
2 June Dragon Boat Festival

5 June World Environment Day  
15 June Father's Day

**28**  
MON  
星期一

**2014 China (Beijing) International Energy Summit and the 2014 China Energy Industry Collaboration Conference**

2014中国(北京)国际能源峰会暨2014中国能源产业协作会议  
◆ Beijing International Exhibition Center  
北京国际展览中心  
📞 +86 10 8779 8057

**28**  
MON  
星期一

**Beijing Yanqing International Wine Fair 2014**

2014北京延庆国际葡萄酒博览会  
◆ Beijing Badaling International Exhibition Center  
中国北京八达岭国际会展中心  
📞 +86 10 6917 6823  
27-31 July



## Numbers

**100  
Billion**

Visiting Chinese Premier Li Keqiang proposed that China and Britain expand two-way trade to reach a target of 100 billion USD in 2015. This year marks the 10<sup>th</sup> anniversary of the establishment of the China-Britain comprehensive strategic partnership. The two premiers agreed to seize the unique opportunity to lift bilateral relations to a new level. Li said China and Britain should constantly consolidate the political foundation of bilateral relations, promote common growth and inclusive development, so as to speed up the development of China-Britain ties.

**7 Billion**

China continued to see surpluses in both its current and capital accounts in the first quarter of this year. In the three months, China had a current account surplus of 7 billion USD and 94 billion USD in the capital and financial account, the State Administration of Foreign Exchange (SAFE) announced. Both figures were slightly down from the preliminary data released by the SAFE. The country has witnessed surpluses in both accounts since the final quarter of 2012, which may add to appreciation pressure on the CNY and incur problems from international speculative capital inflow.



**8.8%**

China's industrial production expanded at a faster pace in May, adding to signs for a stabilizing economy, according to the National Bureau of Statistics (NBS). The industrial added-value output rose 8.8 percent in May from a year ago, accelerating 0.1 percentage points from the April figure, the NBS data showed. On a monthly basis, the industrial output in May rose 0.71 percent from April. For the January-May period, the total output in the industrial sector increased 8.7 percent year on year, a growth rate that tied with that in the January-April period.



**4.2  
Billion**

China UnionPay and the Australia Post (Auspost) launched their cooperation for acceptance of bank cards issued by the world's largest card organization, indicating the expansion of the Chinese financial giant into Australia's largest retail and banking network. With more than 4.2 billion cards in circulation, accepted by over 140 countries and regions, it has more than 4,400 metropolitan retail outlets and 2,561 retail outlets in rural and remote areas. The number of Chinese tourists has increased 15 percent annually in the past five years and they have brought great opportunity and challenges to UnionPay's business in the oceanic country.

**14  
Billion**

Data from Dealogic LLC, a financial information platform, showed that domestic lenders have so far this year raised 14 billion USD offshore through bond issues. The notes will be sold to institutional investors and listed in the GreTai Securities Market in Taiwan. Proceeds will be used for the branch's working capital and general corporate purposes, the bank said in an announcement. China's banking regulators have set a deadline of 2018 for domestic lenders to meet the Basel III capital requirements, a voluntary global stress-testing standard. Under that standard, a bank's Tier 1 capital adequacy ratio should be 9.5%.



**2014  
BEST OF TIANJIN  
AWARDS**



**Celebrating the Best of Tianjin**  
星光耀津·颁奖晚会



# Taking the Aviation Industry to New Heights of Excellence

By Josh Cooper



**I**t has been five years since European aircraft manufacturers Airbus opened their Final Assembly facility here in Tianjin. This multinational aviation giant has been very much at the heart of the city's economic development and with business booming in the Chinese air travel industry; it looks set to remain there for some years to come. Today, Airbus (Tianjin) is responsible for one third of over 130 new Airbus planes added to the fleet in the skies above the Middle Kingdom every year. Drawing on innovation, expertise and investment from around the world, this Tianjin-based success story serves as a fine example of the city's appeal as a hub for advanced manufacturing and multinational business.

Last month we spoke to the Airbus Final Assembly Line's General Manager, Mr. Andreas Ockel, to find out more about the company's operations here in Tianjin.

**You have a vast range of experience in automotive and aviation. Tell us a bit about your life before you came to Tianjin.**

I have always had a fascination and passion for both, fine automobiles and sophisticated aircraft. This industry first became a big part of my life when I joined the German Army Aviation. During my military years I qualified as a helicopter pilot and went on to serve as a captain in the NATO Allied Command Europe Mobile Forces. After attaining

academic qualifications in Electrical Engineering and Engineering Business Administration I joined BMW Group in Munich. I held various management positions mostly within the purchasing and supply chain quality organisation of the company including an assignment to China in 2007.

I then started working for Airbus in 2009. Before taking this position in Tianjin I was based in Hamburg. I was responsible for the cabin supply chain that directly feeds all Airbus Final Assembly Lines with what we call 'cabin flying parts' - the parts that make the cabin interiors of the entire range of Airbus aircraft, customized to represent the individual airline's corporate identity.

# Cover Story

**Why did Airbus choose to base some of its manufacturing facilities here, as opposed to elsewhere in China or the Far East?**

Tianjin is not the only place in China that we conduct manufacturing operations, but it is certainly the final link of the chain. This is a great city for many reasons and it is an ideal location for Airbus to have this assembly. It has obviously a major seaport and is an increasingly important international air hub. And Tianjin offered us to locate in a free trade zone, easing customs procedures. The oversight and assistance from the Tianjin Government has played a significant role in the success of our joint venture here. And being in one of the four National Central Cities, there is a very strong support from the central government. We are also not far from our company's headquarters in Beijing, which has its advantages too.

**What kinds of things happen at the Airbus Tianjin Final Assembly Line on a day to day basis? Specifically, which parts of the aircraft**



**manufacturing process do you and your colleagues deal with?**

In terms of the types of aircraft we deal with, until now we are dedicated to single-aisle/narrow bodied aircraft, the Airbus A320 family. As you can tell by our name, this is the place where all the major components and equipment are brought in from other parts of the world and are meticulously fitted together.

When the components arrive by sea or air they are firstly unpacked, checked and buffered. After that there are a number of different stations in a flow line through which we put the aircraft together, component by component, following strict manufacturing processes and quality control procedures. Once the plane is a fully-fitted structure we give it a nice paint livery and mount the engines onto the wings before putting it through a series of rigorous tests. Upon completion of the manufacturing process, the customers are then invited to carry out their acceptance flight before they approve the financial transaction and

take ownership of the aircraft.

**In what is perhaps the tightest quality control environment in the world, how successful has this plant been in maintaining the highest standards during every aspect of the assembly process?**

Although we carry out test procedures before we hand the planes over to our customers, the airworthiness of our planes ultimately comes from the approved design, the standardized assembly processes and the quality control that goes on at the micro level of individual component manufacturing and throughout the entire supply chain. To date Airbus Tianjin has managed to set and hold benchmark levels in on-time aircraft delivery in accordance with the strict Airbus standards of quality.

As one would expect, the safety of our products is absolutely paramount. But we are also very much focused on maintaining high levels of customer satisfaction. Following a delivery we receive detailed written feedback on all of our aircraft. Again we managed to maintain a record in customer



satisfaction and we very much aim to uphold our outstanding reputation going forward.

**Give us an insight into how the demand for your aeroplanes has developed in this region over the last few years and where you see most of the demand coming from going forward.**

The overall growth we have seen in the Chinese market, both in terms of demand and deliveries from all Airbus Final Assembly Lines to China, has been incredible. The size of the Airbus fleet that is in service in the Chinese market has well surpassed the 1000 mark. If you look at the historical picture, it took almost 25 years for us to get the first 500 planes sold and delivered to China, but the second 500 have been delivered in the last five years alone. During that time Airbus Tianjin has contributed with the assembly and delivery of more than 170 aircraft. The growth of the Chinese economy and individuals' spending power to afford air travel has played a big role, but this sudden surge of robust growth in demand literally took off just after we manufactured our first aircraft within China. Since we began operating in 2008 we have steadily increased our production rate in Tianjin. We are now at a stage whereby we are releasing a new plane into the skies almost every single week.

One of the notable trends of the last few years has been the rapid growth in demand not only in domestic

travel but also coming from outbound travel. Looking at a graph, it is clear that the growth of inbound travel, i.e. passengers flying into China then returning home, has been fairly steady for a long time. Conversely, outbound traffic has been soaring. Every year we are seeing more and more Chinese people flying abroad for business activities or tourism. So, domestic, regional and overseas demand, together they are driving the market's continued growth.

**As you know, the Chinese are developing their own domestically produced aircraft that are set to rival those of the big international players like yourselves. What are your thoughts on the competition in this sector going forward?**

It hasn't escaped our attention that the domestic players are developing very quickly and that they could one day capture a sizeable chunk of the market. Although it will be some time before the advances that are being made in the domestic aircraft manufacturing sector come to full fruition, it is undoubtedly more a question of 'when' than 'if'. And a fair competition is always a positive driver in industry.

**Can you tell us about the future plans for expanding the Tianjin site?**

You seem to be well informed, so let me word it carefully: As Airbus we are working with our Chinese partners towards demonstrating the interest of setting up another industrial project in China. I can't comment on any

# Cover Story

specifics related to this subject at the moment. But our activities are linked to the introduction of the A330 Regional aircraft to the Chinese market – a wide body plane that has double the capacity of a single aisle aircraft and is optimized for regional routes. It would help to reduce the increasingly congested airspace in China while at the same time significantly reducing the cost for the Airlines.

**What are you and your colleagues doing to promote corporate social responsibility in the aviation industry?**

CSR is very dear to us and we always do what we can to protect the environment and improve the lives of people in the communities we are based in. Despite there being less rigid environmental control, here, we have built this site in accordance with European eco standards. We have a system set up in our paint shop, for instance, to purify our emissions before releasing them to the air. We also want to support Chinese society. At the moment we are doing this through schemes like our Vision Project, whereby we raise funds for people whose eye sight has been compromised by cataract disease and who cannot afford surgery. It is only a small contribution wanting to make a little difference.

Our company always strives to make our planes as environmentally friendly as possible and the public can expect us to continue taking measures to innovate and improve our aircraft's carbon footprint. The biggest contribution as such will come from the introduction of the A320 NEO in later 2015, an innovation to our current A320 that will burn significantly less fuel due to its all new engines. And I am very much looking forward to seeing the A320 NEO assembled also at Airbus Tianjin in the years to come. ■

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# No Superheroes, Only Super Teams: A Dialogue with Hyatt's Mr. Z. Du

By Joei Villarama



The story of the rise of a Chinese in the American hotel industry has been a source of inspiration to young people when it was featured in CNBC and Phoenix TV, Hong Kong. The trajectory of Mr. Du Zhongxuan's career, spanning two decades, has brought him to Maui, Guam, Vancouver, Shanghai, Xian and now, Tianjin.

Usually, Chinese people studying overseas focus on maths, computer science or laboratory work. If one gets a doctorate degree he expected to pursue a career in academia. Many

young people think it's impossible to move up in the hotel industry, citing cultural and language differences. What Mr. Du's life proves is that it doesn't matter what field you choose as long as you dedicate yourself to it, and when you do, anything is possible.

Mr. Du is currently the opening General Manager of the new Hyatt Regency Tianjin East in Hedong District. Impressively chic and modern, like all Hyatt branded properties, this one is sure to garner a faithful following. Located between

the downtown business area and the Binhai new area, it has 306 guest rooms, a 750 sq m ballroom and 2,000 sq m of meeting facilities. It also has the Market Café and a much awaited restaurant in a lush tropical rainforest setting called "Wok in the Garden."

Mr. Du was also recently appointed Area Vice President of Hyatt, a role in which he'll be supporting the operations of the Hyatt hotels in Jinan, Changchun, Changbaishan and the Jing Jin City Resort and Spa.



# Dialogue

**Can you please tell us how you started out in Hyatt?**

Being a foreigner studying in the U.S., I wanted to get into the American way of life. I was studying at Bowling Green State University in Ohio when Hyatt was recruiting students on campus. They approached me and asked me about my interests. I told them that I was open and that I loved people and sunshine. At that point, living in Ohio during the cold winter, I thought it would be great to experience a warmer climate. They showed me a video of a hotel in South Carolina, with an attractive beach, and I said "yes"! That's how I started my career in the industry in which I'm grateful to so many wonderful leaders who took me under their wings and gave me a lot of opportunities.

**Having worked in America for over two decades and now in China, what are some of the cultural differences that you have observed?**

The Chinese are bounded by protocol, rules and regulations. They tend to be afraid to step out of the box and to make mistakes. In the U.S. the people are more vocal, aggressive, outgoing. It's hard to say "no" for most Chinese people. They tend to be more conservative and less outgoing, but they have a good heart. However, these differences can sometimes cause a lot of misunderstandings to occur. In the United States, you have a debate but reach an agreement. In China, if you bring an issue up, some people agree to go along with a given proposal but you don't know what

they're really thinking. It doesn't mean that they don't care, they just worry that the opposite opinion may impact negatively on their career or work

**How do you motivate your associates and staff at the hotels here in China?**

It's probably easier for me than most foreigners to communicate with the Chinese. There's no language barrier and they see me as living proof that their career in the industry has a future. They look at me as being a 100% Chinese person who's worked in the U.S. for many years, started in housekeeping cleaning rooms, restrooms and all areas. Slowly, step by step, I trained, learned and excelled. They think to themselves: "If he can do it, I can do it too." That

gives them hope. It's easier to share stories about my personal life and make them feel inspired.

In the hotel business, there are no shortcuts. You have to start from the basics. You have to learn to do the job itself. You have to know how the system works. The more you know, the more you can share and teach young people because you know exactly how things work. It's a long process but a very rewarding one.

**You are known as the first mainland Chinese General Manager to rise through the ranks in North America. What does that accolade mean to you?**

After so many years in the business, I always kept my goals and objectives

high and my head low. My philosophy is to keep working hard and be persistent. Then when the recognition comes, it is natural and not a surprise. I continue to look up to and be guided by my mentors. I have been very lucky in that my mentors have always treated me as part of their family. They encouraged and helped me out whenever I needed them to do so.

**What advice would you give people who would like their leadership influence to grow?**

Whatever you do, always give a hundred percent. Put your heart and soul into it. Respect each and every individual. Always consider yourself to be part of the team. To me a good leader is not somebody elevated above others, it is a team member who is

able to provide direction, guidance and most importantly, he or she is always a member of a team. There are no superheroes, only super teams.

**What are the positive and negative trends that you observe within the service industry in Tianjin?**

Tianjin was one of the first cities to have an international hotel in China, so its hospitality sector is already quite mature. People have an appreciation and awareness of international brands. The negative aspect of this is that there is now an oversupply. It's difficult to sustain a profitable rate. The other challenge for Tianjin is that it is overshadowed by its neighbour, Beijing and it's more difficult to attract customers and staff to the leisure market here.

**What aspect of the hotel industry do you enjoy the most and what is its greatest challenge?**

Every day is different. You have different guests and thrills. If you're a people person, you'll enjoy it. The greatest challenge now is the business side of things. In the last couple of years we've seen demand drop nationwide which is stressful for hotel operators because of their obligations to investors and owners. Labour costs and the price of goods continue to increase while it's hard to put hotel rates up. Government policies and regulations are impacting the business as well.

**What is your favourite way to relax and enjoy life in Tianjin?**

When the weather's good, I like to sit outside a venue in the Italian Style Town and have a cold beer. ■



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# Searching for Truth in the Murky Waters of China's Foreign Policy

By Tracy Hall



It's hard to escape the fact that China's presence on the world stage is becoming more profound, but it's even harder to get away from the endless stream of doom monger rhetoric that is being put out by a number of international observers. Sadly, when it comes to understanding China's future foreign policy aspirations, many of the so called 'China experts' in the West seem to have departed company with reality and rationalism quite some time ago.

As a result of the nation's robust economic rise over the last few

decades, the Middle Kingdom is now increasingly being touted as the next global superpower. For many people it is simply inevitable that if China becomes the world's largest economy it will also aspire to have the world's most powerful military; in turn diminishing the dominance of the United States- by force if necessary. These assertions have gained popularity in recent years, despite the fact that Chinese foreign policy has historically been much more orientated towards peaceful resolutions than has been the case with most Western countries. It

is astounding just how far some elements of the American media seem to be willing to go in order to portray the Chinese as a future threat to global prosperity.

Perhaps not surprisingly, there is also a growing sense of anxiety amongst a number of Southeast Asian countries who would rather put their faith in American military hegemony than take their chances on the great unknown that is a rising China. The comments made earlier in the year by Filipino President Benigno Aquino, comparing China's militarisation to the rise of

Nazism in the 1930s exemplify such sentiments. More recently we've also seen concerns being voiced by the outspoken Japanese PM Shinzo Abe and the Vietnamese leadership who are currently at loggerheads with Beijing over a naval spat in the South China Sea.

There are clearly tensions in the Asia Pacific region, and the rest of the world shouldn't be under any illusion about this, but if we want to form a more educated guess about how China will proceed then it is absolutely crucial that we consider its historical, economic and cultural circumstances. From the Roman Empire to the British Empire, the USSR to the USA, we tend to associate countries ascending to superpower status with a burning hunger to feed the ravenous beast of nationalism via colonisation and the demonstrating of military dominance. However, the meteoric rise of China and India presents us with a new kind of superpower. Here we see two nations that have been on the receiving end of colonisation and

military aggression at several points during the last two centuries. It's clear to anybody who has spent time

**Sadly, when it comes to understanding China's future foreign policy aspirations, many of the so called 'China experts' in the West seem to have departed company with reality and rationalism quite some time ago.**

in either of these nations that the damaging effects of colonisation are still deeply embedded in the national psyche. Given that this is the case, how can it possibly be rational to automatically assume that China will

want to tread the same treacherous path that many others have trodden before with horrific consequences?

There are also the economic implications that China and the rest of the world would have to confront in the event of large scale warfare. Despite the fact that Xi Jinping's government is in the process of steering China towards a new economic path based more on domestic consumption, exports still account for around 30% of the country's GDP. China's three most important trading partners, excluding Hong Kong, are the United States, Japan and Taiwan. Funnily enough, these nations are being seen as China's main adversaries on the international stage. There is also the other side of the coin, which is that China relies on peaceful relations with foreign countries in order to feed its insatiable demand for industrial metals and fossil fuels, as well as many goods and services that can simply not be supplied by domestic firms.

Turning to the cultural dimensions, those who have lived in China will



## Feature Story



know that aggression and conflict are relatively uncommon, and such behaviour is very much looked down on by the general population. Any data you look at will attest to the fact that violent crime here is much lower than just about everywhere else in the world. When faced with a conflict of ideas, opinions and wills the Chinese still usually try to uphold the all-important social concepts of face and modesty rather than seeking to humiliate others. There's little doubt that when China does become the world's largest economy in terms of nominal GDP it will certainly fill people with a sense of national pride and collective accomplishment. But when we look at its long held cultural values and the prevalence of aggressive acts in the day to day lives of the Chinese, there is very little reason to suspect that they will become hostile without good reason. A final point to consider comes from the academic and theoretical realms

of international relations. In John Herz's 1951 book *Political Realism and Political Idealism* he put forward a very useful concept called 'the security dilemma'. This phenomenon occurs, he says, when a nation goes about strengthening its national security by enhancing its military capabilities, which then prompts other countries to take similar measures in order to counter this perceived threat. What is happening now with China's growing military prowess may well be the most striking example of this idea playing out in recent times and world leaders should consider this possibility very carefully when they contemplate their future policy moves on China.

The Chinese will, quite justifiably in some sense, have scepticism about the West and its neighbours across the pond for a long time to come. However, we mustn't allow ourselves to believe the fear mongers' claims about China senselessly extracting

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# Tianjin eco nomic logical forum

info@TianjinEcoForum.com

# 6 Big Reasons to Avoid the Seduction of Investing in the UK

By Josh Cooper



Whatever data you look at, it's clear that economic growth and prosperity is well and truly back in Britain. The IMF is projecting that the UK's GDP will grow by almost 3% in 2014, making it one of the fastest growing economies in the developed world. The country's stock markets, property sector and currency have all been reflecting the increased optimism amongst investors. As tempting as it is to jump on this band wagon, it's also important to consider the potential downsides that UK investors face over the next year or so. Here are 6 big reasons why you may want to reconsider investing in Britain any time soon...

## Overvalued equities

It has long been said that the markets are forward looking. This has

certainly been the case with regards to the FTSE indexes. The FTSE 100, for instance, has seen a robust overall increase of around 8% year-on-year and around 27% over the last two years. This is partially reflective of a global bullishness on stocks, and it's certainly no secret that as a result the Dow Jones, Nikkei and many other markets around the world are well into bubble territory. UK stocks will probably rally a bit more if the general picture remains bright, but a significant correction is surely looming.

## Property euphoria

The UK housing market has gone from strength to strength over the last year or so, with prices shooting up by a staggering 11.1% in the last 12 months. London real estate, which has seen a surge in demand from

foreign buyers, is looking especially overheated and is prompting speculators to take a more cautious stance going forward. The bursting of a property bubble would have a massive impact on economic growth and financial stability, leaving investors in all asset classes out of pocket.

## A sterling recovery

In conjunction with soaring stock valuations and red hot real estate, the pound has been the currency comeback story of the year so far. Although this has been celebrated by British consumers and politicians, the sterling's appreciation is starting to take its toll on the business sector. As you'd expect with any country that has a strengthening currency, the manufacturing sector is being put under increased pressure to make

export-orientated products more price competitive. We're already starting to see firms cutting their earnings forecasts and dividend projections in anticipation of a demand slowdown from abroad, and we may see more suffering if the upward trend rages on.

## The unknown aftermath of rate rises

The three thriving asset classes mentioned above are all sailing towards uncharted waters when the Bank of England finally starts to raise the base rates from their historically low position of just 0.5%. Financial commentators are suggesting that the first rate hike could come as early as autumn this year, but if not then they will definitely go up in early 2015. If inflation stays low, unemployment keeps falling and the housing market continues to heat up, there simply won't be any good reasons to stay at 0.5%.

Given that these extremely low interest rates and the quantitative easing programmes that followed the 2008 financial crisis are historically unprecedented, it's difficult for even the most astute analysts to predict what the consequences of the policy reversal will be. The rate increases may send the pound even higher and it could also spur institutional investors to pull out of UK equity markets. If nothing else, it will certainly slow lending down, which will in turn cool the housing market and reduce the amount of leverage in the system. Whether this will be good

or bad for the fairly fragile economic recovery remains to be seen.

## There are three major elections coming up that could have huge consequences for the British economy and the all-important financial sector.

### Election uncertainty

There are three major elections coming up that could have huge consequences for the British economy and the all-important financial sector. In September this year we will find out whether Scotland wants to leave the United Kingdom. If the Scottish people vote for independence then this will obviously have significant economic consequences. Aside from all the political disruptions that will arise during the separation process, it is still unclear what will happen to the pound. All of the major political parties in Westminster have made it clear that an independent Scotland could not continue to transact in sterling, but nobody knows whether this will strengthen or weaken the British currency. We also don't yet know how corporate assets and public liabilities would be divided up between the respective nations.

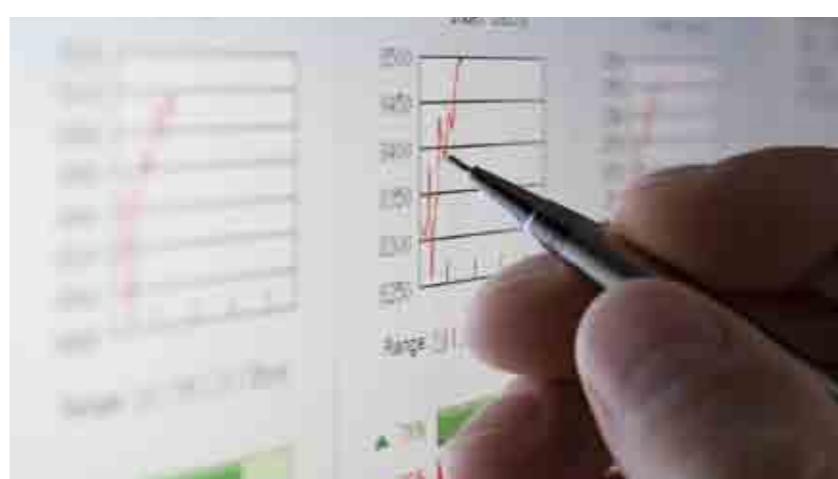
Even if Scotland chooses to go it alone, the rest of Britain will be

deciding their leaders in next year's general election. Opinion polls are currently pointing towards one of two scenarios: another hung parliament whereby no party has an overall majority or a narrow victory for the left-leaning Labour party. Whilst the former would be a scary prospect for investors, Labour's recent rhetoric suggests that draconian and highly irrational economic policies like price fixing could be implemented if they get into power. Both outcomes have the potential to devastate financial markets.

Then last but not least, there is the very real prospect of an 'in/out' referendum on Britain's membership of the European Union at some point in the not too distant future. If the FTSE continues to rally through all the political and economic issues that are brewing right now, then this election could be investors' last chance to sell up before the bubble bursts. As is the case with the upcoming referendum on Scottish independence, it isn't so much about the decisions made by the voters that will rock the markets; it's about the instability and the mess that policymakers, businesses and taxpayers will be left to clear up afterwards.

### European woes

Another ongoing threat to British growth is another downturn in the eurozone. Fears are mounting that deflationary pressures and the debt situation could worsen what is already a very weak recovery amongst the troubled European countries, particularly those that use the euro currency. The European Central Bank indirectly confirmed that there is still a great deal of danger in the eurozone when they announced further stimulus measures in early June. As we've seen over the last few years, a weaker Europe means a weaker Britain. ■



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# Investment News

## Stocks and Shares

### FTSE reshuffle promotes UK's new listed firms

Six newly-listed companies, including Just Eat and AO World, are set to join the ranks of the FTSE 250 index as part of the index's quarterly reshuffle. The overhaul is a sign of the radical reshaping of the investment landscape sparked by this year's stock market stampede. The two stocks will join Pets at Home, Poundland, Brit Insurance and Kennedy Wilson Europe Real Estate in being promoted to the index, which ranks the UK's 250 biggest companies. All of the firms joining the index are ones that have floated over the past six months. The biggest loser is set to be Partnership Insurance, the enhanced annuity provider, which is on course to be relegated from the FTSE 250 to the Small Cap index.

*Source: City A.M.*

### Iberia flying high

Fifteen months since the Spanish airline's staff tried to fight off restructuring, it has turned itself around. Barely a word could be heard over the din of whistles and wooden spoons banging against metal saucepan lids. Political analysts took to the airwaves to decry the merger of British Airways and Iberia, which they claimed "favoured massively" BA. The date was 18 February 2013 and Iberia's workforce was out in force for the first day of a five-day strike against the restructuring of the Spanish flag carrier, announced three months earlier.

Fast-forward 15 months, and IAG's first-quarter results, which will cover the three months to March 31 when airlines traditionally make a loss before generating the bulk of their sales over the summer, will be a much more civilised affair.

IAG will be able to point to considerable progress at Iberia, whose future this time last year was still hanging in the balance.

*Source: The Telegraph*

### Mixed market reactions after ECB imposes negative interest rate

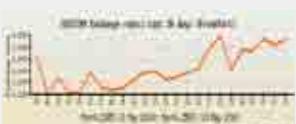
The European Central Bank has introduced a raft of measures aimed at stimulating the eurozone economy, including negative interest rates and cheap long-term loans to banks. It cut its deposit rate for banks from zero to -0.1%, to encourage banks to lend to businesses rather than hold on to money.

The ECB also cut its benchmark interest rate to 0.15% from 0.25%. The ECB is the first major central bank to introduce negative interest rates. Howard Archer, chief UK and European economist at IHS Global Insight said: "Despite being widely anticipated and in some quarters criticised for occurring too late, it is still a bold and unusual move by the ECB to take its deposit rate into negative territory." "There has to be considerable uncertainty as to how effective negative deposit rates will turn out to be," he added.

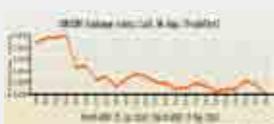
*Source: BBC*

## Currencies

### U.S Dollar - Chinese Yuan



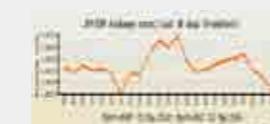
### Euro - Chinese Yuan



### GB Pound - Chinese Yuan



### Japanese Yen - Chinese Yuan



# How Commercial Real Estate is Re-Shaping Tianjin's Business Environment

*By Durrell Mack, Head of Research at Tianjin Jones Lang LaSalle*



*Real value in a changing world*



This month, Michael Hart, Managing Director of Jones Lang LaSalle Tianjin office shares his outlook on the Tianjin commercial real estate market and the overall outlook for Tianjin's development.

There continues to be widespread criticism that Tianjin is overbuilding and that it doesn't need any of the super tall structures that have been announced or are under construction. What is your view?

For about the last ten years, Tianjin's economy has been playing catch up with the bigger cities in China. The initial phases of this were about securing additional manufacturing companies and building more

infrastructure. That drove the economy especially the secondary sector, meaning manufacturing.

However, for the economy to really make the next step and to be able to host service sector firms, it needs improved service infrastructure, which means commercial real estate. New hotels will help increase the ability to host meetings and conventions and office buildings will allow service firms to grow and thrive.

Real estate is what we call "lumpy" meaning that it is completed in big chunks. So when an office building is completed there will be a large amount of vacancy initially and over time it will fill up. I agree that we may not need all of the space that is under construction now, but I'm pretty confident Tianjin's economy will

grow into the space being built. The completion of new office buildings is a good sign long term.

Do we really need so many super tall buildings? Why are there plans announced to build ten buildings of 300 metres or more in Tianjin?

A better question might be why a city of 14 million has not developed more high-rise buildings to date. Cities in China have been developing at different rates. Beijing, which is bigger and developed earlier, has already seen a massive amount of core commercial space built out. Tianjin developed later, but its GDP is now growing at roughly twice the rate of Beijing's and so it is now seeing a surge of real estate development.

Is it the local government pushing for the development of these super tall buildings; could they be viable without government support?

Many of the high rise buildings are being built by private developers and/or SOEs with a profit motivation. Certainly government policy plays a role in encouraging commercial development to build a local tax and employment base, but few projects are solely government driven or funded. There is clearly some competition between specific districts in Tianjin vying to build a core commercial centre, but that is also true in Beijing, Shanghai and virtually all major Chinese cities.

We have seen some cities competing with each other to build unique skylines, is that what is driving some of these buildings?

It is a global phenomenon that a city's skyline helps identify it, so surely image management plays a role in what projects are approved.



Who hasn't stood in awe of Hong Kong or Shanghai's skylines and which government official tasked with getting their city on the

## The most critical part of Tianjin's economic success is the locally based economy and Tianjin has one of the strongest economies in China and one of the largest population clusters as well.

proverbial "map" has been successful by suggesting the city needs more buildings that people won't remember? Ensuring developers have a profit motive is the best way to ensure what is built is appropriate.

Government related companies have been particularly active in Tianjin with locations such as the former Italian Concession, the Jinwan Plaza, the Galaxy International Shopping Centre and the area around and including the new Ritz Carlton developed by government related enterprises. Why are private developers not more active in the city?

There was certainly a phase when the government played a big role in the development of key commercial space and in many ways helped refresh the city's image. The next wave is now underway and foreign private developers including Hang Lung, Kerry, Tompson, Hutchison and CapitaLand are all building here. Additionally, domestic investors including China Overseas, Luneng, Sunac and TEDA are active in the market. I see the private development as a vote of confidence in Tianjin's long term economic prosperity.



You have commented publicly that you don't believe proximity to Beijing is a driver of Tianjin's growth. Can you elaborate on that?

The most critical part of Tianjin's economic success is the locally based economy and Tianjin has one of the strongest economies in China and one of the largest population clusters as well. Anyone who thinks Tianjin is growing simply because we are experiencing some spill over from Beijing has not done any basic research about the city's economy.

Being so close to Beijing is a mixed blessing. Sometimes we are so close that service sector firms won't initially expand here, but rather try to cover the city by doing day trips. Most of those firms never develop their potential here and underestimate the strength of the local market. A positive side to being close to Beijing is that folks there are slowly discovering what a great weekend

destination Tianjin is, and I certainly welcome those folks to come and enjoy our historical areas, riverfront views and less crowded streets.

What is your outlook on the combined Beijing, Hebei, Tianjin north region and the plans to integrate them into a coordinated area?

Long before any central government plan was announced, these areas were already being increasingly linked by road and rail networks and the natural increase in land costs and problems associated with serious density and overcrowding in Beijing had already started to push industry and logistics to areas beyond Beijing's borders. I do think that some issues such as air pollution will require a more coordinated and macro view if they are to be fixed. However,

some of the discussions that I have heard are fairly naïve. Ordering these separate powerful political

jurisdictions to coordinate and asking them to come up with solutions that may not be in their individual economic best interests will require a long term plan and will not be easily achieved. Tianjin has attracted investment because it has improved its investment and living environment and Hebei is slowly doing the same. Simply pushing firms out of Beijing may not be a win for neighbouring areas. The best way to encourage firms to invest in Tianjin and Hebei is to ensure they have infrastructure that is better planned than what exists in Beijing so that there is not a repeat of the overcrowding of mass transit and public space that has already occurred in the capital.

You haven't mentioned anything about Binhai or the TEDA area, what role do they play in the city's development?

I do try and separate central Tianjin from the Binhai area, because most visitors still don't understand the distinction between the two areas. I still believe that central Tianjin will be home to the key cluster of service sector firms and will be the key destination for tourists visiting the city. However, Binhai is home to key clusters of industry especially TEDA and the Airport Industrial Area, the Eco City is located there and there is potential for long term success in Yujiapu. TEDA has actually developed a key commercial cluster in the TEDA MSD area and it has been well advertised and is increasingly recognized by other cities as a compact model for commercial development. Tianjin will be known for at least two key commercial clusters, one downtown and one focused around TEDA MSD and Yujiapu. Others may well emerge over time. ■

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# China's Red Hot Movie Market

By Justin Toy



Two years ago, China overtook Japan to become the second largest film market in the world. Some industry experts predict that China will overtake the U.S. film market as early as 2018. Last year, ticket sales in China skyrocketed by 27% compared to 1% in North America, according to data from the Motion Picture Association of America (MPAA). The golden era of Chinese filmmaking is here and around 13 new movie theaters are being built daily in order to accommodate the growing demand.

It is data like this that has had Hollywood and other foreign film makers doing everything they can to get a piece of the action here.

Many Hollywood filmmakers are employing the clever marketing strategy of adding Chinese elements into their movies in order to guarantee a Chinese release and higher sales figures in the Middle Kingdom. *X-Men Days of Future Past*, for instance, added famous Chinese star Fan Bingbing to its ensemble, while *Iron Man 3* included 4 minutes of extra scenes with

famous Chinese stars in the Chinese edition of the film. Other studios are finding partnerships with Chinese studios to gain a better foothold in China. DreamWorks Animation has partnered up with a number of firms to create Oriental DreamWorks based in Shanghai. Their first animated film, *Kung Fu Panda 3*, is due out next year.

## Barriers to Growth

There are, however, certain limits on the amount the ability of foreign

movie producers to cash in on this breakneck growth in China. In order to protect its domestic film industry, China has an import quota in which it only allows 34 foreign films per year to enter Chinese theaters on a revenue sharing basis. This number is up from 20 films in 2012. This year, many industry insiders speculated that the government would raise the quota to 44 during the National People's Congress, but disappointingly the meeting passed with no announcement.

Hollywood has long been busy lobbying the Chinese government to completely do away with the import quota, citing that the quota breeches rules on trade imposed by China's membership in the World Trade Organisation. In addition, foreign film companies only receive 25% of box office earnings, compared to 40-45% in other countries. Making things even worse is the fact that Chinese officials have held up 143 USD million in payments to Hollywood studios in an attempt to negotiate an even lower cut. China Film Group Corp., a state owned distributor, attempted to deduct a value added tax from the Hollywood studio's share of ticket sales in China. American studios objected to this

deduction of about 2% of gross ticket sales, and refused to accept any payments from China, arguing that it was not their responsibility to pay this tax. The Chinese government stepped in and ruled in favour of the Hollywood studios.

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**Many Hollywood filmmakers are employing the clever marketing strategy of adding Chinese elements into their movies in order to guarantee a Chinese release and higher sales figures in the Middle Kingdom.**

Another hurdle that foreign films face in China are 'blackout periods' whereby screens are reserved for new domestic releases, often causing unfavourable release dates which might pit two Hollywood blockbusters releasing on the same date against each other.



**Hey, You Can't Say That!**

On top of dealing with quotas and blackout dates, studios also need to make it past censors in order to have a release in China. The Biblical epic *Noah* was due to screen in China in mid May on a flat fee basis (which means that it would not be subject to the quota but would receive substantially less revenue) but was ultimately denied due to the movie's religious theme. *Dajengo Unchained* was set for a Chinese release last year only to be pulled the day it premiered because of its numerous violent and explicit scenes. The movie was re-released a month later, after being heavily edited.

Domestic films must also face the pressure of censorship. No film can be screened in China until it has been approved by the censors at the State Administration of Press, Publication, Radio, Film and Television. The censorship board, of about three dozen members, requests that all domestic filmmakers submit a draft of their script before shooting and later a final cut of the film. Censors often ask for multiple script revisions before allowing production to begin. After watching the final cut, censors may request



that scenes be edited or deleted. Even when some films and scenes are green lit, censors sometimes change their minds. *No Man's Land*, a dark thriller set in western China, was held up for two years as censors deemed that the movie was "too dark" and too farfetched. After heavy modifications, the film was finally released last year.

Censorship is also becoming more stringent online as the government moves to hold giant streaming websites like Youku and Sohu to the same censorship standards as film and television. Previously, these websites used their own internal censorship systems. Under the new "censor first, broadcast later" policy, online sites must employ government approved censors to vet content and obtain a censorship license before anything is broadcasted. This could potentially reduce revenue significantly for US and other foreign production studios as popular shows such as *House of Cards* (which often references Chinese politics) or *Walking Dead* (*World War Z* with Brad Pitt failed to make it past censors for a theatre

release) might not make it past censorship in the future.

### The Bright Side

Despite all of the challenges that both foreign and domestic filmmakers face in China, the growth potential cannot be ignored. China's film industry has grown on average by 30% a year over the last decade and is not showing signs of slowing down as more and more Chinese citizens enter the middle class and look for a two hour escape from the rigors of modern city life.

Lu Hongshi, an executive at CCTV who has produced a number of high profile Chinese movies such as *Finding Mr. Right*, strongly believes that the Chinese film industry will open up significantly in the next few years, particularly with regards to the import quota. "The China import quota share will open up in 2017-18. Chinese filmmakers should be ready for that," Mr. Lu said, referring to the current WTO agreement which must be renegotiated in February 2017. He went on to say that "leveraging the Chinese market is the Chinese

dream of the Americans. They will all try their best to fight for it. If (the Chinese market) is opened up fully, the result can't be imagined."

One Chinese filmmaker who is getting ready for the impending opening up is Wanda owner Wang Jianlin. He is currently building the world's largest movie studio in Qingdao. Last month at the Cannes Film Festival, Wanda also announced that it would launch a new major international film festival in Qingdao in 2017. The film festival "will be a first-class international film festival and serve as a bridge between Eastern and Western filmmaking cultures," Wanda said in a statement.

Though the future of China's movie market is unclear, it will be exciting and entertaining to see how this scene plays out. ■

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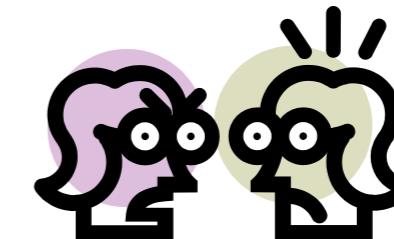


**Martin Klopper FCMI, BA (Econ), MBA, MCRP** is a Vice President of Leadership Development International and Managing Director of LDi Training. Please visit: [www.lditraining.cn](http://www.lditraining.cn)

# Assertiveness

It has long been recognised that in certain situations, there are two typical instinctive responses to threat or danger:

**Fight**

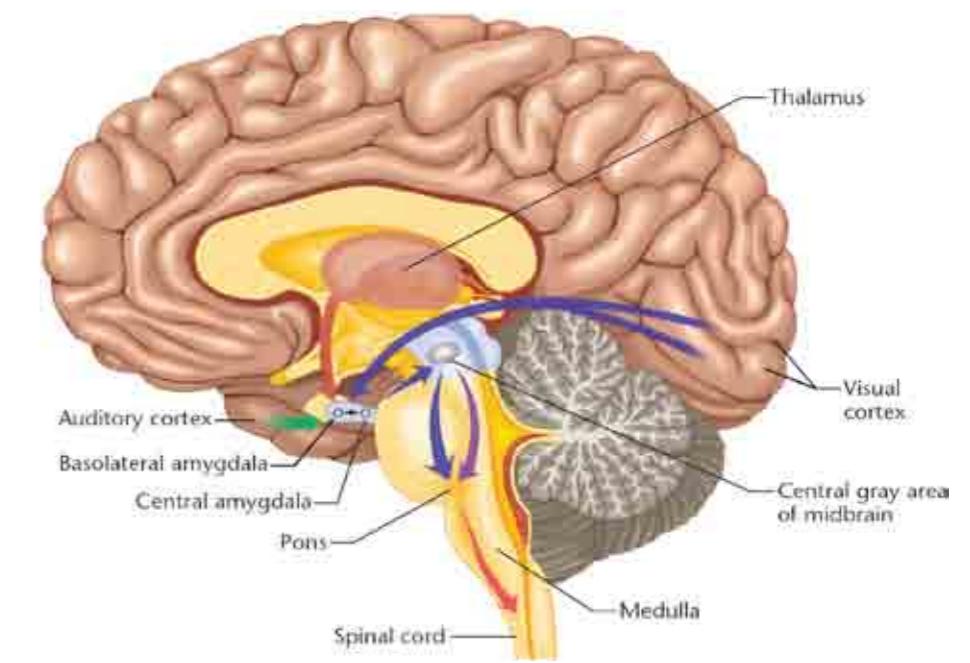


**vs.**

**Flight**



These patterns are 'hardwired' into us and are seen displayed in the animal kingdom through animal behaviour. Humans respond in a similar way when threatened or facing danger. The body sends signals to the brain where these signals are processed by the amygdala. The amygdala stores memories of how we should respond in cases of danger, which have been learnt through nurture and socialisation. On the basis of these learnt responses the brain is flooded with a hormonal signal which either results in a fight (show of aggression) or flight (passivity, withdrawal, running away) type of response.



## Which pattern do you tend towards?

Do you	Yes	No	Do you	Yes	No
Interrupt people a lot?			Find it difficult to complain?		
Get impatient when you can't have your own way?			Often find yourself apologising?		
Get angry quickly?			Find it difficult to ask for what you want?		
Complain quickly when something is not up to scratch?			Often tell yourself you mustn't make a fuss?		
Create situations where you feel in control?			Want to be perfect in other people's eyes?		

Typical fight type behaviours:

- Demanding
- Yelling
- Boasting
- Name-calling
- Forceful
- Intimidating
- Selfishness...

Typical flight type behaviours:

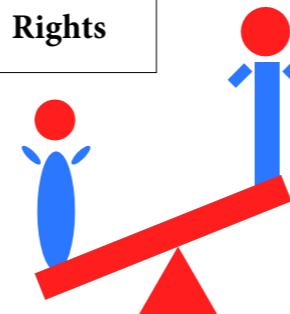
- Giving in
- Feeling timid
- Putting others' needs first
- Feeling like a perpetual loser
- Concern with 'If only...' scenarios
- Hidden/suppressed anger...

Neither of these responses, nor switching between them, is likely to get you what you want. A middle path is **assertiveness** – balancing your needs with the needs of other people as a result of respecting both yourself and others. This also means balancing your rights and your responsibilities, not just focusing on your rights.



## Responsibilities

## Rights



## Exercise

Write out at least three rights to which you think each person is entitled, e.g. 'to be heard'

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Now, next to each, write the concomitant responsibility related to each of those rights, e.g. 'make sure that you hear others'

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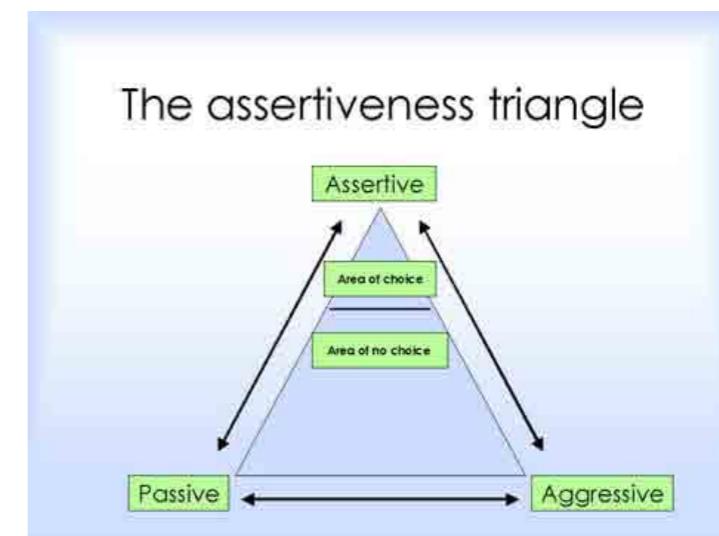


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In fact, because we are human we have the capacity for choice. We don't have to behave in an animal-like way in the face of danger and threat with an automatic fight or flight type response. We can choose to behave differently. In the area of 'no choice' in the triangle below we are subject to the emotional energy that is released by the flooding effect of the brain, when a person feels endangered. This response was designed to protect us from harm in the face of danger and threat. However, instead of automatically acting passively or aggressively we can choose to act assertively. We move from the 'area of no choice' to the 'area of choice' in the diagram below. We do this when faced with a threatening situation by trying to slow things down. We do this by:



Stopping and pausing...

Asking the question: 'what's going on here'...?

Followed by, 'what am I feeling right now'...?

Pausing as we become aware of our feelings...

Asking ourselves 'how do I choose to respond to this situation'.... as we seek to move from the 'area of no choice' dominated by hormonal triggers and feelings to the 'area of choice'.

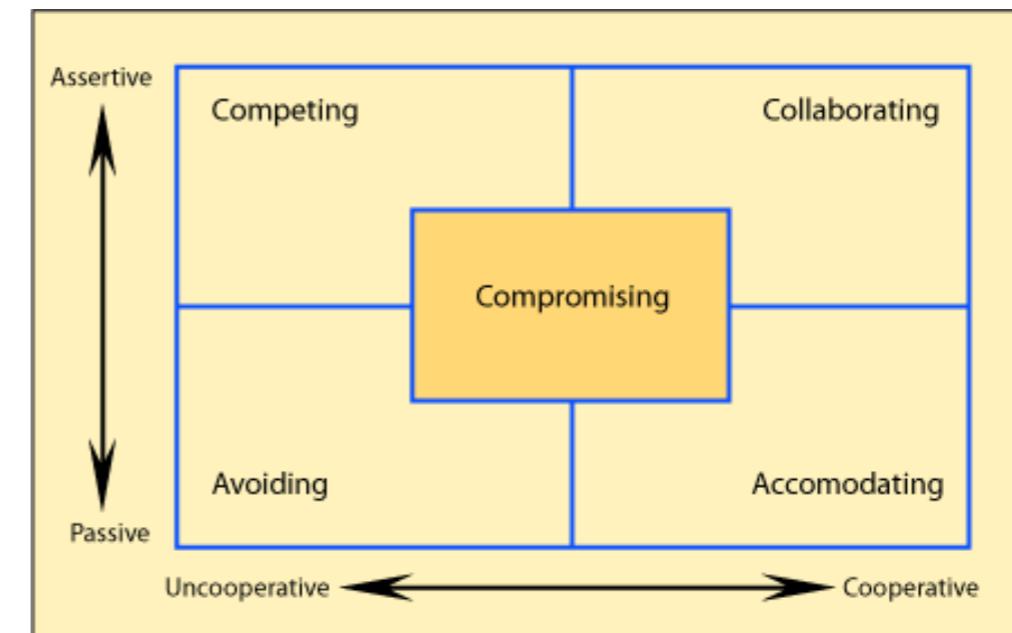
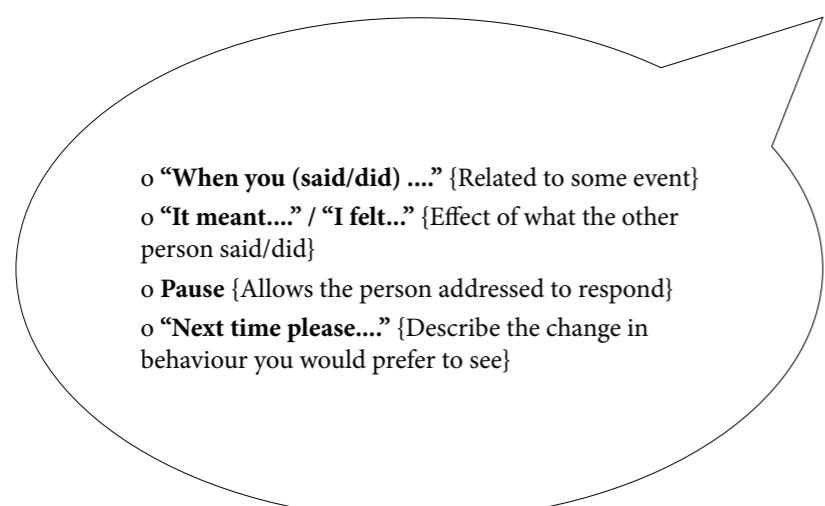
Assertiveness is shown in words and behaviour. Key behavioural features are:

- Being open, honest and direct
- Relaxed but upright posture
- Maintaining eye contact without staring/shifting
- Smiling in a relaxed, natural way
- Relaxed arms and hands (NOT crossed arms or hands on hips!)
- Gestures under control – no fidgeting, finger jabbing
- Comfortable distance so other's personal space is not invaded
- Steady calm voice

Not like this....



The **proactive assertive statement** is a very useful tool when it comes to the words you use:



#### Reflection

When was the last time you responded to a difficult situation at work or in your private life with either a fight or flight response?

What were some of the feelings that were generated within yourself?

Within the other person/people that you are aware of?

What were some of the outcomes that resulted from your behaviours?

Now reflect on the triggers that caused this situation.

How could the situation be handled differently next time?

What have you learnt about yourself from this article?

#### Suggestion

If this is an area where you have identified a tendency in your behaviour to aggression or passivity, you may find it useful to keep a 'triggers' journal in order to understand the situations in which you either 'blow up' or 'crumple in'. Try to identify the patterns in each of these situations that trigger your response. Ask yourself how you will handle the situation next time.

In the workplace we need to learn to be both assertive of our rights and needs and also cooperative with the team or people we are working with. Where we can maintain high assertiveness with high cooperation we have a situation that is optimal, where we are able to collaborate, or what is sometimes called find a "win-win". **B**

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# Should You Allow Resigned Employees to Re-join?

By Robert Parkinson, CEO & Founder of RMG



**D**ealing with employee resignation can be quite a nerve-wracking problem for HR professionals in general. In particular, when several employees in the core management team ask to quit during the same period, the employee turnover issue rubs salt into the company's wound, and it can risk throwing the company's mission and direction off-balance. Living examples in the past five years from Facebook, Amazon, Google, HP,

Alibaba, HTC, and other companies have all proved the seriousness of senior level employees' turnover. Then the discussion of employee retention becomes the focus in the human resources field. However, no matter how well companies perform in terms of employee retention, zero turnovers cannot be guaranteed (nor are they in fact desired). Therefore, my view is that if you do end up losing key employees, the crucial issue is actually how to deal with resigned employees

in the right way so that these people speak well of your company and may even wish to re-join some day. So let us address the question which lies in every HR manager's mind of whether to welcome those 'quitters' to come back or not!

Before starting to give answers to the key question, I would like to explain the importance of investigating the deeper reasons why the employee resigned in the first place. Let me start my point by addressing superficial

or fake reasons. If employees tell HR personnel, for instance, that they want to quit because they do not like the company culture, organisational structure or doing overtime work, the conversation should not end there. These reasons are too general. Like peeling an onion, HR professionals must continue asking specific questions or even questions with specific options to find out the trigger cause of their leaving. Exit interviews, for example, are a formal and official part of the leaving process that are best done by 3rd parties, as you are far more likely to receive accurate feedback.

Instead of regarding this digging and exploration as a routine task during the resignation process, HR staff should know clearly that finding out the real problems of a company can help it to grow up very quickly. In addition, HR can assess the value of the resigned employee during the conversation. If an employee quits because of his own failure (as is often the case) then the company may not welcome him back again. However, what if an employee leaves because of the company's current problems? Companies should always be mindful of feedback from all employees.

The main topic of this article is the important question of what to do with former employees who seek to re-join. Some Chinese believe that it is never too late to return. They use this saying to describe young people who made mistakes in the past but look forward to thorough reforms now. If an employee who discovers that leaving the old company was a mistake and now they really want to come back, should HR managers give them a second chance? Even though resigned employees' loyalty and honesty are normally questioned, HR managers have nothing to lose by giving them a second chance. I have a few simple tips for HR professionals when it comes to judging whether to take returned employees or not.

Firstly, regardless of the returned employee's past relationship among

colleagues, HR Managers need to make sure that there will be a formal interview process arranged. This is of great importance for employees of all levels. It's key to finding out

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## Challenging the returning employees' loyalty is a necessary step before allowing them back into the company.

what went wrong in the first place so that it does not happen again. Do not regard a chat at a coffee bar as an interview! If you wish for them to take the re-joining process seriously, then you must take the interview process seriously in the first place. However, when the time is right, it can be a 'win-win' opportunity to give these employees a second chance to join the company: they may well have changed, matured, or gained valuable experience the company can make use of. Finding out how valuable they are depends on how HR Managers interview them and how probing are the questions they ask.

Challenging the returning employee's loyalty is a necessary step before allowing them back into the company. I know this is quite a sensitive topic to deal with, but if you consider a re-hire you need to be confident that the previous pattern of behaviour will not prevail. Psychology and hindsight tell us that people tend to repeat their past behaviours over and over again, and this applies just as much to their work as it does elsewhere. If they have quit a company once, the chances of leaving the same company twice are quite high. By judging their reactions and responses when they are challenged on a loyalty issue, HR managers can make better decisions.

Thirdly, I would strongly advise companies to understand the reason why resigned employees want to

be re-hired. After seeing the bigger picture in the same industry, some employees naturally compare new companies to their old ones. Once they learn that staying in the new company does not make them feel comfortable compared to the old company, they tend to ask old employers to go back. So the question becomes: are they back for the cosy life or hard working?

Finally, companies should ask about resigned employees' expectations if they want to come back. I am not talking here about salary. What I mean is that what employees expect to do in the company. For instance, one of Google's senior researchers left to work for Tencent in 2010. He worked as the vice president of the company. However, after two years he decided to return to Google. This time he was appointed as China Chief Engineer of Google. If resigned employees expect to take on more challenges in developing the company, then why shouldn't we re-hire them?

Whenever an employee asks to see you and hands you their resignation letter, do not panic. It is very important to calm down and deal with it properly. Having a sit-down conversation with the employee and the line manager can be very helpful. There is no need to mock resigned employees' reasons for leaving or show any impoliteness towards them. HR managers should always respect employees and treat them fairly. In particular, HR managers ought to keep in touch with employees at senior manager and director levels. Some day if they feel tired outside of the "home", the chances of them coming back to old HR managers is very high. ■

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## Beneficial Owner Identification for Dividend Income: A Study of Investment Activities

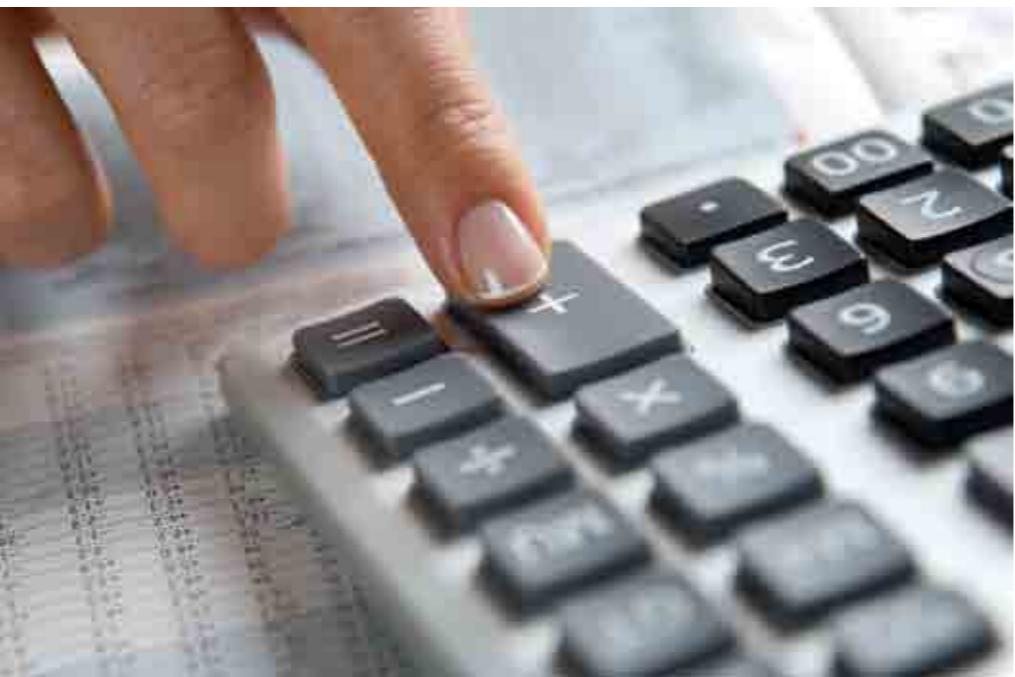


Manuel Torres



Qi Zhang

By Manuel Torres  
(Managing Partner), Qi  
Zhang (Senior Associate)  
of Garrigues Shanghai



### Background

The concept of a “beneficial owner” is key in the relevant Double Tax Treaty (“DTT”) entered into by the People’s Republic of China (the “PRC” or “China”) with other countries or jurisdictions. For example, relevant tax preferential treatments being defined under the relevant DTTs (especially for dividend, interest and royalty) may not be enjoyed by corresponding foreign parties if the foreign parties cannot qualify as the beneficial owner of the relevant income sourced from the PRC. As a result, the Chinese interpretation for this concept becomes very important for those foreign parties in order to enjoy DTT benefits.

### Line of Interpretations on Beneficial Owner by The State Administration of Taxation

State Administration of Taxation (“SAT”), as the supreme taxation authority of China, issued the following circulars to interpret the concept of beneficial owner to instruct daily tax practice of local Chinese tax bureaus:

1. Circular GSH [2009] No. 601 (“Circular 601”)
2. Decree of SAT [2012] No. 30 (“Circular 30”)

Circular 601 sets out a principle for identifying the beneficial owner, i.e. beneficial owner refers to the person that can own or dominate the relevant income or the right generating the income. Normally, beneficial owners conduct substantial operational activities. Circular 601 lists several factors that may lead to adverse effects during the identification of a beneficial owner:

- The applicant has obligations to repatriate the major portion of relevant income to a resident from a third jurisdiction.
- The applicant has no other operational activities aside from holding the property or right that generates the income.
- In case of a company applicant, the scale of the applicant in terms of assets, scale and personnel is relevant to the income amount.

- The applicant has almost no controlling right or disposal right upon the income, the property or right that generates the income; the applicant bears risks.

- Aside from a loan agreement that generates interest and the payment, there is another loan agreement between the creditor and a third party, which is similar in terms of amount, interest rates and conclusion date with the original loan agreement.

- Aside from a rights transfer agreement that generates royalties in which payment is dependent upon copyrights, patents and know-how etc., there is another rights transfer agreement or an ownership transfer agreement between the applicant and a third party in terms of copyright, patent and know-how, etc.

Circular 30 provides further interpretation with the following two salient points:

- With regards to the safe-harbouring for listed companies for dividend income, a beneficial owner can be identified if the applicant is a listed company in the counter-jurisdiction or the applicant is owned 100%

directly or indirectly by a listed company in that jurisdiction which is also a resident therein.

- SAT grants right to local tax bureaus of China to decide on a temporary basis for non-approval of relevant

### The labelling of investment activities as a kind of operational activity is a crucial milestone in China.

DTT benefits, if the final decision for identification of beneficial owner cannot be made in a prescribed period.

As seen, the above circulars reflect a conservative attitude of the SAT to identify beneficial owners and a beneficial owner must have substantial operational activities. Pursuant to our past experience in China, investment activities, e.g. holding activities, may not be solely regarded as substantial operational

activities. However, such trends were adjusted by a circular in 2013 in the respect of dividend income.

### Circular 165

In 2013, SAT issued a circular named “Disposing Opinions Regarding Beneficial Owners During the Implementing the Dividend Clause of China - Hong Kong DTT by State Tax Bureaus of Hubei Province etc.” SZH [2013] No. 165 (“Circular 165”).

In Circular 165, SAT stipulates that investment activities for holding the property or rights that generate the relevant income belong to operational activities; and the provision in the Circular 601 for non-operational activities means that the applicant has no more investment projects or other operational activities aside from a single investment.

### Garrigues’ Observations

Though Circular 165 is aiming at application of relevant dividend clause in the China – Hong Kong DTT, the labelling of investment activities as a kind of operational activity is a crucial milestone in China. Other tax bureaus may also take into consideration this rule when they apply other DTTs or other incomes aside from dividends.

Before the introduction of this rule in Circular 165, a holding company in a jurisdiction may have to conduct actual and substantial operational activities, where premises, personnel and operational scale would be of a decent scale. With the new rule for investment activities, the applicant may consider having two or more investment projects (e.g. in China) to demonstrate that its investment activities qualify as operational activities. Foreign investors that only have one investment in China may consider investing another project to ring fence themselves from any challenge to its status as beneficial owners of dividend income. ■



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# Choosing Your Trademark Name in China: Know Before You Go



Philippe Healey,  
Project Manager,  
China IPR SME  
Helpdesk



## What is a trademark?

Your trademark is your identity and is used to market your product. Because you invest time and money into building its reputation, it would be very damaging to your own business if someone began selling their own products or services using your company name. As your reputation grows around the world, you will have to consider your trademark's meaning in each local market and in some cases will have to create a local mark for different consumers. In China this is particularly important because not only the meaning, but also the sound, tone and even appearance of the Chinese characters you choose for your trademark can affect your brand's reputation.

## Don't forget!

As China is a 'first-to-file' system and generally does not recognise unregistered trademark rights, it is very important to register your trademark in China before entering into the market so as to diminish the risk of your trademark being hijacked. It is equally important to register early, as this process can take up to 18 months and your trademark can only be protected in China once the registration has been completed.

## Chinese consumers and your trademark

Although you can keep your original trademark for many markets around the world, registering a Chinese equivalent of your trademark in China is essential in ensuring your brand name doesn't get lost in translation. In China, even if your trademark is still used in Roman characters, it needs a Chinese equivalent in order for the local population, who often cannot read Roman characters, to be able to pronounce it in Chinese. If your brand does

not have its own Chinese character name, it is very likely that one will be adopted by local consumers, and not necessarily with the right connotations or image that you would wish to convey. For example, Quaker Oatmeal and Ralph Lauren are two well-known brands that did not create a Chinese trademark when entering the Chinese market. Therefore, the general public created their own names for the two brands, based on their logos. Quaker Oatmeal gained the nickname 'Lao Ren Pai' (老人牌) which literally translates to 'old man brand'; while Ralph Lauren discovered that their brand was known as 'San Jiao Ma' (三脚马) in China, which translates as 'three legged horse'.

The Chinese language has unique characteristics, and therefore your Chinese equivalent trademark should be carefully developed with the help and guidance of trademark, marketing and PR experts, as well as native speakers and translators.

## Three ways to choose your Chinese trademark name

### 1. Create a literal translation

A literal translation works when the trademark has a distinctive meaning. For example, Apple chose the brand name 'Ping Guo' (苹果), which is Chinese for 'apple'. Similarly, Palmolive is known as 'Zong Lan' (棕榄), a combination of the exact translation of 'palm' and 'olive'.

The disadvantage of this method

is that the Chinese characters will sound different from your original trademark. This means that marketing time and money will need to be spent on building the association between your Roman character trademark and the Chinese character trademark.

**In China, even if your trademark is still used in Roman characters, it needs a Chinese equivalent in order for the local population, who often cannot read Roman characters, to be able to pronounce it in Chinese.**

### 2. Create a phonetic translation

A phonetic translation involves creating a Chinese character name that sounds like your trademark. Pinyin is the official Chinese phonetic alphabet that uses Roman characters, which can be used to create the transliteration. For example, 'McDonald's' is known as 'Mai Dang Lao' (麦当劳), to local Chinese consumers. 'Siemens' goes by the name of 'Xi Men Zi' (西门子), 'KFC' is known as 'Ken De Ji' (肯德基) to locals, and 'Audi' is known as 'Ao Di' (奥迪).



This method is preferable when your trademark already has a reputation amongst Chinese speaking consumers. However, care must be taken when choosing a phonetic version of a foreign mark, because the Chinese characters may have an undesirable meaning in one or more of the six major Chinese dialects.

### 3. Combine a literal and phonetic translation

The best trademarks are those that sound the same and also make reference to a defining characteristic of your brand or have positive meaning in Chinese culture. For example, after considering hundreds of combinations of the four syllables that make up its name, Coca-Cola finally settled with 'Ke Kou Ke Le' (可口可乐), which means 'taste and be happy'. The German brand 'Fuchs' which in German means 'fox' is translated into 'Fu Si' (福斯) which translates to 'good luck and blessing'.

## Take Away Message

Whatever approach you decide to take, make sure that your trademark has no negative meanings and that the trademark works well in all major Chinese dialects. Whilst the common language is Mandarin, there are a number of other important dialects including Shanghai Chinese and Cantonese, as well as other Chinese dialects throughout mainland China and other parts of Asia.

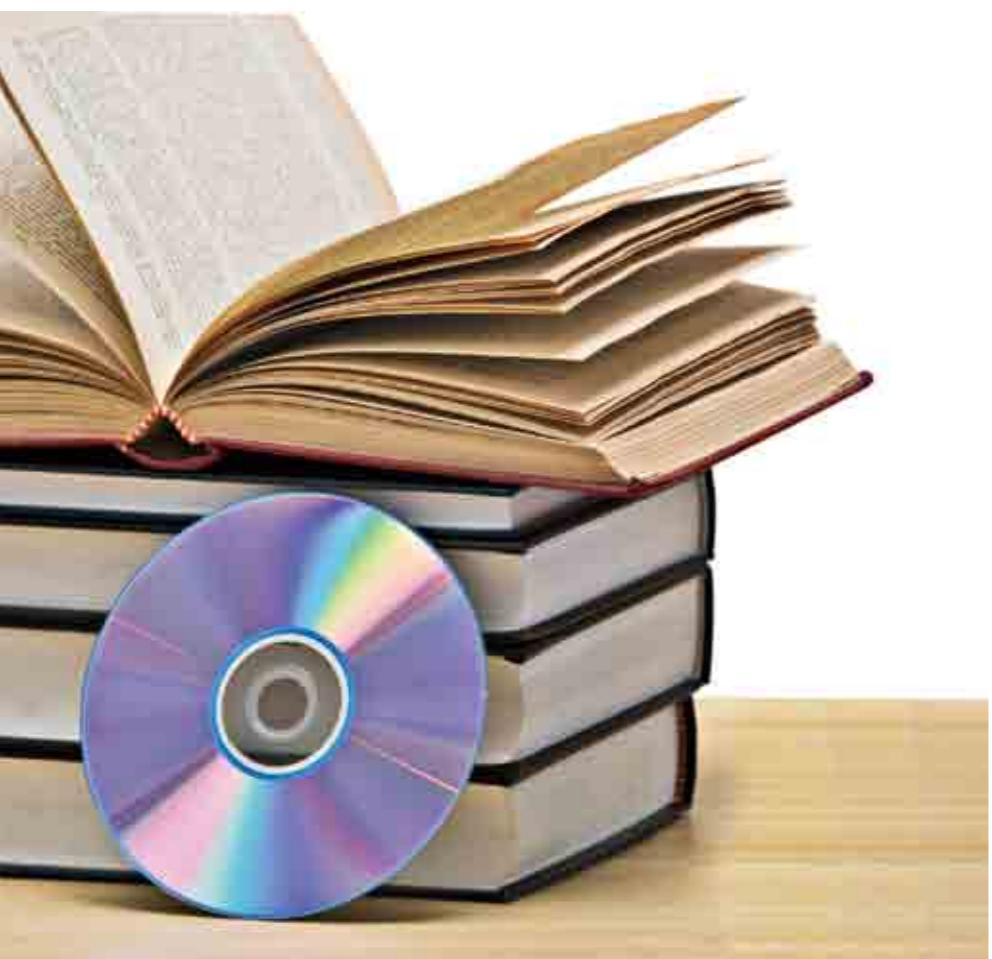
One quarter of the world's consumers are ethnic Chinese. Therefore you, as a trademark owner, should give your Chinese character trademarks thought in order to give your brand the right image in China and avoid costly mistakes from the start. Enlist the help of trademark attorneys, marketing managers, as well as local, native-Chinese staff, and most importantly of all – register early! ■

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## When and How Can an Employer or Proprietary Owner Claim Trade Secret Infringement? (Part II)



Simon Bai  
Winners Law Firm



The SC Interpretation, effective as of February 2007, provides detailed explanation on the several elements of the definition of trade secret under AUCL of 1993. It also addresses what qualifies as defences to misappropriation, as well as burden of proof in trade secret cases.

According to the SC Interpretation, information "unknown to the public" refers to the relevant information which is not known to and is difficult to obtain by the "relevant person in the relevant field." The SC Interpretation expressly rejects the following information as being "unknown to the public":

- Information that is common sense or industry practice as known by the relevant person in the relevant technical or economic field;
- Information that only involves the simple combination of dimensions, structures, materials and components of products, and can be directly obtained by observing the products by the relevant public after the products enter into the market;

- Information that has been publicly disclosed in a publication or other mass media;
- Information that has been publicised by open conferences or exhibits;
- Information that can be obtained through other public channels; and
- Information that can be easily obtained without substantial efforts or costs.

The SC Interpretation clarifies that any information which has actual or potential commercial value and can bring competitive advantages to the owner shall be regarded as having "economic benefits and practical utility."

A trade secret owner shall take reasonable action to maintain the confidential nature of his trade secret. Interpretation provides the following examples to be what might constitute adequate confidentiality measures under normal circumstances:

- Limiting access scope of the classified information and disclosing it only on a need-to-know basis;
- Locking up the carrier of the classified information;
- Labelling a confidentiality sign on the carrier of the classified information;
- Adopting passwords or codes on the classified information;
- Executing a confidentiality agreement;
- Limiting visitor access to the classified machinery, factory, workshop or any other venue, or imposing confidentiality obligations on visitors; and
- Adopting other reasonable measures to ensure the confidentiality of the information.

There is no general rule as to whether a single measure of the above-listed examples or a combination of several of the actions shall be deemed sufficiently reasonable. The law requires a totality methodology in evaluation of the reasonableness of confidentiality steps taken by taking into account the specific circumstances of the case, thus

leaving much discretion to the court. Unlike in the U.S. or other developed countries, where injunctive relief measures for temporary restraining orders, preliminary injunction or permanent injunction are available for actual or threatened misappropriation, the courts in China cannot issue preliminary injunctions. The court may grant a permanent injunction once a judgment in the plaintiff's favour has been delivered and being enforced.

- An order requiring the defendant to maintain the confidentiality of the trade secret.

In terms of damages that the plaintiff might be able to expect from a favourable ruling as a result of litigation, a party liable for misappropriation of trade secrets is liable for both actual loss suffered by the owner and disgorgement of the unjust enrichment caused by misappropriation. But even in cases of wilful and malicious misappropriation, the court in China, in contrast to courts in the US, will not award exemplary damages.

### Defence to Misappropriation

The SC Interpretation states that independent creation or independent development efforts and reverse engineering are viable defences to a claim of trade secret misappropriation. Reverse engineering refers to a process through which relevant technical information is obtained through dismantling, mapping or analysing the products from public channels or technical means.

The SC Interpretation further requires that the party which claims another has misappropriated its business secret carries the burden of proof: (1) that its business secrets meet statutory requirements; (2) the information that defendant uses is similar or substantially similar to its





Chinese courts, when evaluating whether the trade secret owner has adopted sufficient confidentiality measures, shall take into consideration, inter alia, features of the relevant information carrier. Here The SC Interpretation emphasises that trade secrets have to be pieces of information that are contained or carried in the form of a tangible carrier, rather than knowledge or skills that exist and are stored only within a person's head.

It can be inferred that Chinese law does not recognise, as a general rule, knowledge and skills acquired by an employee in the course of employment as trade secrets, except those expressly provided otherwise under Chinese law such as customer lists, including the name, address, contact information, business patterns, and business plans that have risen to the level of specific customer information.

Article 26 of the Measures for Technology stipulates that during the confidentiality period, if the confidential technology is made known to the public by a person who is not under the confidentiality obligation, the confidentiality obligation shall immediately terminate.

### Conclusion

A good understanding of the law in China on trade secrets is the first step towards setting up an effective strategy of managing and minimising risks of trade secret misappropriation. Companies should take into account the huge differences between Chinese law and European or US laws, and get prepared for the challenges for the plaintiff; whilst in the meantime taking proactive steps accordingly to protect valuable confidential information, and aggressively enforcing rights that have been infringed upon. ■

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own business secret, and (3) the other party has acquired the business secret by illegal means. Thus, when a new employer of ex-employee of a trade secret owner (the former employer) has secured a written guaranty and covenant from the employee in question that he or she, by performing the employment responsibilities as required by the new employer will not violate any existing confidentiality agreement or misappropriate trade secrets of his or her former employers, shall be considered to qualify as a legitimate defence against trade secret misappropriation.

China does not have any procedure in civil proceedings similar to discovery in the US which means the plaintiff is legally required to gather and prepare all admissible evidences to support its claim on its own, although the plaintiff may apply to the court to take evidence preservation measures if certain requirements are met and

the court approves such application. It is noteworthy that according to AUCL, the State Administration for Industry and Commerce and its local branches ("SAIC") in China have the power to investigate trade secret misappropriation. As provided under SAIC Provisions, SAICs may order the return of drawings, blueprints, and other materials containing trade secrets, and the destruction of goods manufactured using the stolen trade secrets, if such goods would disclose the trade secrets. All of the above-mentioned what is to be returned or destructed materials are physical objects that carry or contain trade secrets. However, AUCL, LL, LCL and SAIC Provisions are all silent on what if the alleged trade secrets are merely general knowledge and skill acquired in the course of employment by an employee.

The SC Interpretation requires that

# Weight Loss Technology

By Stephen P. Ashton



Losing weight is a challenge that many people have to undertake in their lifetime. It isn't an easy task, especially if you work fulltime and have family and other responsibilities. While a certain amount of discipline and dedication to the task at hand is required to achieve the goal, technology can certainly help. Weight loss, when boiled down to its simplest variables, is the creation of a calorie deficit. You need to burn more calories than you eat. This is achieved by eating a healthy low calorie diet and exercising regularly. When losing weight it is important to set goals and have a master plan. Whilst eating less and intermittently exercising will

show short term results, long term success is dependent on planning and monitoring progress. Three things should be monitored to lose weight in a controlled fashion: calorie intake, activity levels, and the amount of calories burned through exercise. This is where technology can help.

### Calorie Counting Apps

These apps create a virtual diary of the food you eat, the exercise you do and the progress you make via your weight, BMI and body fat percentage. They allow you to input the calorie content from food as well as other nutritional information such as fat content and sodium. Many have an internal food database with

nutritional information already implemented for you, this means you can just search the food you eat and add it to your diary, without typing the numbers in yourself.

One of the most comprehensive apps for this is MyFitnessPal. This is an app for IOS and Android which stores your data on their website via a free account. It creates goals based on your age, height, weight and target weight. With this information it suggests what your daily calorie intake should be based on an assumed activity level, but this increases as you log exercise. Food can be manually added, searched and added from their huge library, or inputted via a barcode scanner. Exercise is added in a similar

way, manually, via their database or via an external app, or sensor. Weight is monitored and displayed as useful graphs after you have input it.

While this app is an invaluable tracking tool, it runs on a lot of assumptions. For example, muscle mass is not taken into account when setting goals. Food interaction is not accounted for and most of the data used is based on typical averages, although everyone burns and digests calories at their own rate.

#### Activity Trackers

Activity trackers are wearable pieces of technology that track your movements. They are intelligent pedometers which log not only steps taken, but also distance, calories burned and activity level. Some also monitor sleep and elevation. These devices are found in the form of a wristband or a clip for your belt. They are meant to be unobtrusive and most provide minimal visual feedback. Instead they log the data and provide in-depth statistics on their bundled app/website.

Trackers such as the Fitbit Flex are perfect for weight loss tracking as they log your every movement, creating an accurate map of your activity throughout your day. Using

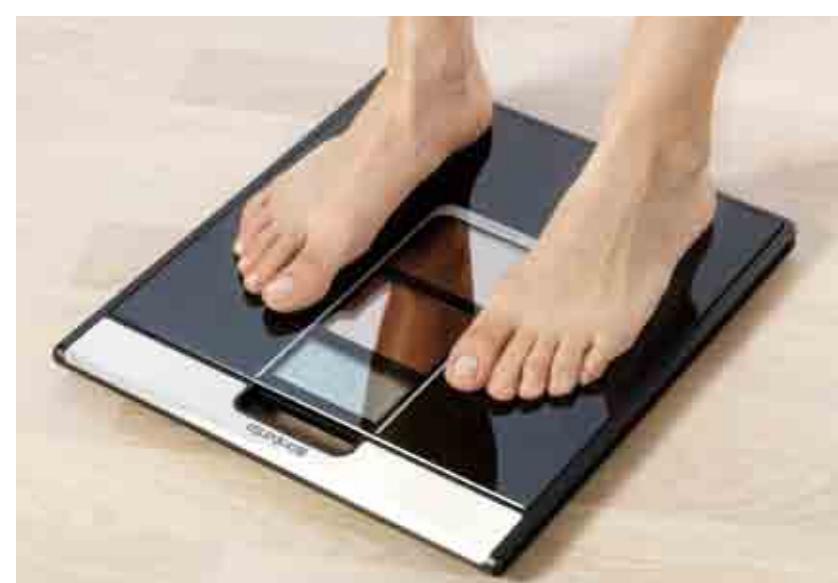
this in conjunction with a calorie counter such as MyFitnessPal paints a good picture of your calorie intake VS calorie burning activity. The Fitbit app for IOS and Android logs data

**With these tools at your disposal you have everything you need to track your weight loss goals, and with the correct setup most of these devices will automatically sync with each other to give you more data.**

to their website via a free account, which can link with MyFitnessPal accounts to transfer this data automatically, meaning you don't have to manually enter any stats.

This is a great feature as it overwrites MyFitnessPal's assumed activity estimates with the actual tracked activity from the fitbit tracker.

Other trackers include the Nike fuel



band, Jawbone and Fitbit One.

#### GPS Based Exercise Apps

Running and bike riding are excellent forms of aerobic exercise for losing weight. Utilising nothing but a smartphone and some headphones, you can track a run or bike ride using an app.

Apps like Runtastic work by using GPS (global positioning system) to track speed, distance and the route you run. It works out your pace, calories burned, top and average speed for each running session. Runtastic also provides voice coaching, giving you statistics such as average speed, pace and calories burned at predetermined times, for example every mile. Using google maps, Runtastic allows for replays of your run using street view. This can be good for showing friends the route you use.

Runtastic is also compatible with various smart watches such as Sony, Samsung and Pebble devices to offer a convenient second screen to monitor your progress.

#### Heart Rate Based Exercise Apps

Stationary or indoor exercises cannot be tracked by GPS. Therefore it requires another way to work out the intensity of exercise. Using a heart rate monitor with Bluetooth linked to your smartphone with an app like Digitfit's Icardio can work out calories burned via monitoring of your heart rate. The heart rate monitor is worn on a chest strap and sends the data to the app which calculates calories burned based on age, gender, height and weight. This data, along with a short fitness assessment, works out your personalised heart rate zones. These are zones at which you expend energy at differing levels.

This app is perfect for tracking indoor exercise such as exercise bikes, treadmills and weights, although it can also be used for any physical activity including running, football



and even yoga.

#### Electronic Scales

Getting an accurate reading of your weight is important in order to monitor your progress, allowing you to tweak your goals if necessary. Electronic scales can provide very accurate readings of your weight along with other useful data.

Scales like the Fitbit Aria and Withings smart body analyser use data such as height, age and gender to work out BMI. These scales, using bioelectrical impedance, can work out an approximate body fat percentage as well. Bioelectrical impedance measures body fat by sending a small electronic charge through the body and measures how it travels as it moves differently through muscle and fat.

These scales are connected to the internet via Wi-Fi and upload the stats to the associated accounts.

These can also be linked to your MyFitnessPal app, to enable tracking of progress automatically without

manually entering the data yourself.

#### The Master Plan

With these tools at your disposal you have everything you need to track your weight loss goals, and with the correct setup most of these devices will automatically sync with each other to give you more data.

The first step of your technologically-facilitated weight loss programme is to create a MyFitnessPal account linked to the app. This will act as a hub for all your weight loss activity data. MyFitnessPal has the best food and nutrition database, so all food should be logged here. Next, link an activity tracker such as the Fitbit Flex to create a semi-accurate everyday activity level. This is linked to MyFitnessPal with negative adjustments activated. This provides the calories burned in your everyday movements.

For exercising, I suggest using Runtastic for outdoor exercise and Icardio, along with a heart rate

monitor, for indoor exercise; both linked to MyFitnessPal. With these all linked up the exercise is logged in the MyFitnessPal app and the calories for exercise are added to the total along with the calories burned from everyday activity recorded by your activity tracker the Fitbit Flex. As you are using MyFitnessPal as a hub it intelligently subtracts your recorded exercise from the Fitbit Flex's data to stop the doubling up of exercise data, as you wear your activity tracker all the time. For instance, a run recorded on Runtastic will overwrite the data from the Fitbit Flex for the same run. With this combination of apps and gadgets you have a pretty accurate idea of your calorie in VS calorie out levels, and with this you can set up an exercise regimen that is regular and works for your lifestyle. ■

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# New Appointments



## The Astor Hotel, A Luxury Collection Hotel, Tianjin appointed Joycee Li as Director of Marketing Communications

Ms. Joycee Li was promoted as Director of Marketing & Communications recently by The Astor Hotel, A Luxury Collection Hotel, Tianjin.

She has worked in the hotel for almost two years as Marcom Manager, and has dedicated herself to her work and made a great contribution to brand reputation, hotel awareness, media exposure, hotel awards and hotel activities support. With her remarkable leadership, her team maintained a good relationship with over 400 domestic and international media, and won 34 media awards for hotels such as "The 2014 Gold List and 2014 Reader Choice by Conde Nast Traveler", "2013

China Gold List Award of China Tourism - Best Boutique/Design Hotel by National Geographic Traveler", and "2013 Best Hotel in North China of TTG China Travel Awards". Her team was awarded the Regional Public Relations Awards ( North China) by Starwood Asia Pacific Division.



## Henrik Iversen Appointed General Manager of New World Beijing Hotel

Mr. Henrik Iversen has been appointed General Manager of New World Beijing Hotel, the newly opened hotel property which has just been chosen as the "Best New Hotel in Beijing" at the 7<sup>th</sup> Annual TTG China Travel Awards. Mr. Iversen will oversee all hotel operations, including finance, front office, sales and marketing, food and beverage services, housekeeping, engineering, human resources and security.

Mr. Iversen brings more than 33 years senior management experience related to multi-national brands, food and beverage operations and brand development as well as specific hospitality industry expertise. He has held management positions at international hotel brands in the United Kingdom, Spain, New Zealand, Australia and Malaysia.

"I look forward to bringing my energy and experience to this stellar hotel property in the heart of Beijing's buzzing metropolis and continuing to build on its success," said Mr. Iversen on his new role.



## Reinhold Johann Appointed General Manager of Pan Pacific Hotel and Serviced Suites Tianjin

Pan Pacific Hotels Group has announced the appointment of Reinhold Johann as General Manager of Pan Pacific Hotel and Serviced Suites Tianjin, its fifth "Pan Pacific" property in China scheduled to open later this year.

A German hotelier with over 25 years of industry experience spanning Europe, Africa, Middle East and Asia Pacific, Reinhold joins the Group from Banyan Tree Hotels and Resorts where he was most recently Area General Manager and Assistant Vice President for Banyan Tree Lang Co and Angsana Lang Co in Vietnam. Through intensive operational as well as sales & marketing efforts, Reinhold successfully drove both resorts from their pre-opening stages to become full-fledged hotel destinations backed by a well-trained local workforce.

Prior to that, Reinhold was instrumental in the openings of Banyan Tree Bali and Banyan Tree Hangzhou, where as General Manager he competently organised the various operations, human resources and marketing functions at each property to achieve robust performance within the respective highly competitive markets.

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### Enduring Love, St Regis Weddings are Beyond Expectations

On 22 June 2014, The St. Regis Tianjin together with Manor de Prague Wedding Planners successfully held the annual Grand Wedding Fair at The St. Regis Tianjin. Internationally renowned wedding jewelry companies and wedding dresses debuted at the wedding fair, while hundreds of couples were introduced to the unique riverside wedding ceremony in Tianjin.



### Summer Wedding Show at The Astor Hotel, A Luxury Collection Hotel, Tianjin

The Astor Hotel, A Luxury Collection Hotel, Tianjin hosted its summer wedding show on 14 June 2014. With cooperation from the leading wedding consulting company – Nice Wedding and Jin Bridals, the first wedding show with a star sky in Tianjin was launched at The Victorian Lounge. Two live bridal shows, ballet & waltz dance, chef cooking stations for wedding menu tasting and grand prize drawings completed a perfect wedding show in this 151 year-old luxury hotel.

Imagine exchanging your vows in the British garden or dancing in the magnificent Buckingham Ballroom with a panoramic view of the Haihe River. Creating memories that last a lifetime deserves the kind of rarified setting that only The Luxury Collection can provide. The Astor Hotel, Tianjin offers stunning wedding venues, first-class accommodations, impeccable service and thoughtful amenities.



### Marriott CHEI China Conference 2014

The CHEI Teaching Conference was held on 2 to 4 June 2014 at the Renaissance Tianjin Lakeview Hotel, and was attended by 38 educators and administrators from CHEI schools, Marriott Foundation and Marriott International executives. Debbie Harrison, who is J. W. Marriott, Jr.'s daughter and her husband, Ron Harrison, also attended the event.

General Manager Steven Yau and all hotel executive members warmly greeted the guests, and also guided and monitored the preparation of the whole event. This is the first time CHEI came to China and successfully holding the 3 day conference won high appreciation by the organizer.

The purpose of the Teaching Conference was to formally introduce the China Hospitality Education Initiative (CHEI), and recognize participating CHEI schools and faculty and acknowledge their contributions. The event also unveiled new CHEI hospitality curricula and program best practices through workshops and facilitated networking and relationship-building among participants.

The Marriott China Hospitality Education Initiative (CHEI) is a charitable effort funded by The J. Willard and Alice S. Marriott Foundation. The initiative's purpose is to enhance hospitality education, leading to rewarding careers for the next generation of China hospitality leaders. Developed in partnership with San Diego State University, this multi-faceted program enables Chinese educators and students to gain knowledge and real-world experiences in hotel operations.



### The Perfect Venue to Say “Yes, I Do”

#### Hyatt Regency Tianjin East's First Traditional Chinese Style Wedding Fair

The newly opened Hyatt Regency Tianjin East launched its first wedding fair and welcomed the brides and grooms-to-be to experience a special traditional Chinese style wedding show.

The wedding fair showcased a traditional Chinese wedding ceremony and expressed the belief of love coming from an old saying “To hold your hand and grow old together.”

With over 27 years of brand history in Tianjin, Hyatt Hotel is one of the best choices for the couples to say “Yes, I Do”. The new contemporary landmark – Hyatt Regency Tianjin East, provides the brides and grooms-to-be a brand new venue for inspiration and new ideas. The reputable professional team offers on-stop wedding services to guarantee a smooth and unforgettable wedding ceremony.

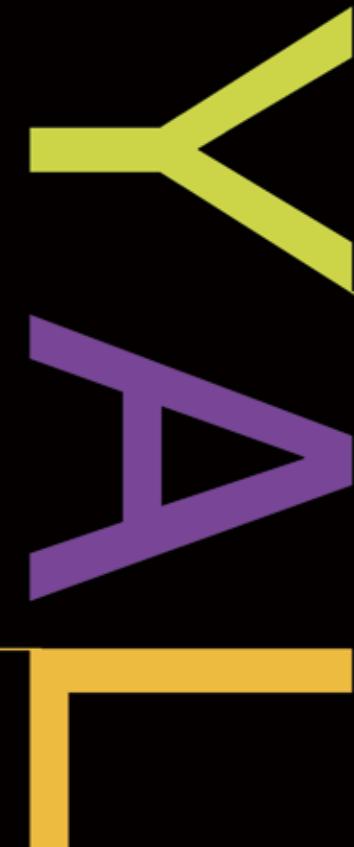
Located at Weiguo Road in Hedong District, the hotel has more than 2,000 sq meters of elegant event space including one Grand Ballroom, seven event venues and two VIP rooms to take care of all the needs of wedding guests. A 750 sq meters pillar-free Grand Ballroom with a 300 sq meters foyer featuring natural daylight supports both Chinese and Western wedding themes. Regency Rooms ranging from 70 to 200 sq meters provide various choices for a romantic wedding set-up. Professional wedding planners and the service team offer one-stop services to ensure that every moment of your special day is memorable.



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## Past Events:



### InterChamber Breakfast Briefing: Corporate Architecture and Brand Design: Building Corporate Identity

27 May 2014

Speaker: Joachim Wendt, Executive Director of both the Schneider + Schumacher Frankfurt and Tianjin offices.



### Workshop: Technical Leadership Incubator - Enable Your Future Technical Leaders Today

28 May 2014

Speaker: Ramil Cueto, Principal Consultant & Director at C2C Consulting & Training Pvt. Ltd. (China).



### GM Briefing: Launch of Business Confidence Survey 2014 & Review of the Two Sessions 2014

29 May 2014

Speakers:

Joerg Wuttke, President, European Union Chamber of Commerce in China

Maggie Xie, General Manager of Beijing Chapter, European Union Chamber of Commerce in China



### Discussion Forum: Obtaining your R&D Incentives in China

5 June 2014

Speaker: Roger Di, Partner from KPMG Beijing office.



### InterChamber Workshop: Trade Credit Management in China 2014

12 June 2014

Speaker: Stan Woo, Commercial Manager, Coface China.



### Workshop: Explaining the Monthly Payroll System in China: What does your HR manager do?

19 June 2014

Speaker: David Niu, Manager of Corporate Accounting Services, Dezan Shira & Associates Beijing.

## Past Event:



### Morning Refreshment Session with the US Ambassador

The St. Regis Tianjin

28 May 2014

AmCham China accompanied the US Ambassador Max Baucus on his first trip to Tianjin on the morning of 28 May, where he had breakfast with the AmCham Tianjin Executive Committee and AmCham China president Mark Duval. During their meeting, they discussed recent business trends in Tianjin and the Ambassador's interest in supporting and promoting future US government delegations to Tianjin.

Afterwards, the Ambassador took the time to mix and mingle with the attendees, and fielded questions from AmCham China members followed by brief remarks on his feelings of Tianjin.

### AmCham China, Tianjin and BT Eagle Group

#### 13<sup>th</sup> Annual Charity Golf Tournament

Tianjin Eco-city International Country Club

24 May 2014

Nearly 30 golfers participated in the AmCham China, Tianjin and BT Eagle Group 13th Annual Charity Golf Tournament on 24 May, even in a rainy day. This is a traditional charity event that AmCham sponsors in order to help out the community. The greatest form of help was through our major sponsors, BT Eagle Group and Tianjin Custom Wood Processing. These sponsors were the people that made the entire charity golf tournament possible with the greatest support to this great event.

After a brilliant tournament at Tianjin Eco-city International Country Club, attendees enjoyed a wonderful banquet at Renaissance Tianjin TEDA Convention Centre Hotel with awards, prize drawings, auction, and live band. The whole event raised over 130,000 CNY for the Jian Hua Foundation. We would like to sincerely thank all of those who came out to golf, join in the dinner, and contribute to such a wonderful cause!



#### Winners:

- 1st place: Jeff Xue, Jason Wang, Vincent Billiard
- 2nd place: John Klinkerman, Chase Webb, Mike Bogus
- 3rd place: S.H. Ma & Mr. Ren

## Upcoming Events:

4:30 -8:30 PM, 4 July 2014: AmCham China, Tianjin Annual US Independence Day Celebration, The St. Regis Tianjin

7:15-9:00 AM, 17 July 2014: Tianjin Monthly Executive Breakfast Briefing, The St. Regis Tianjin

12:00-2:00 PM, 31 July 2014: Tianjin Monthly Women's Professional Committee (WPC) Lunch

## Past Events:



### Interchamber Breakfast Seminar - Corporate Architecture and Brand Design: Building Corporate Identity

27 May 2014

The German Chamber of Commerce, in cooperation with the European Chamber, hosted a breakfast briefing on 'corporate architecture' at the St. Regis Tianjin on 27 May 2014. Speaker Joachim Wendt, Executive Director of the Schneider & Schumacher Tianjin office, gave a presentation on 'corporate architecture' in which he highlighted aspects of the linking relation towards a brand and its products, construction methods and typologies of buildings. He further explained the importance of corporate identity and how to build it, showing several examples of successful architectural projects in China and Germany.

### Seminar – Individual Income Tax, Social Security and Private Care for German Expatriates

5 June 2014



The German Chamber of Commerce held an informative breakfast seminar at the St. Regis Tianjin on 5 June 2014. Klaus von der Eltz, General Manager of Expatriate Care Consult, and Manuela Reintgen, Manager Business Development of ECOVIS R&G Consulting Beijing, were invited to share their knowledge on social security and individual income tax in China. They gave an overview of the social security system in China and pointed out the measures that have to be taken to ensure a secure stay in China, what has to be observed to avoid too costly of an income taxation, and explained the main factors for individual income tax liability.

### Inter-chamber Seminar - Trade Credit Management in China

12 June 2014

How is the global and China's economy developing in 2014? Which sectors are most risky? The German Chamber, in cooperation with the EUCCC, hosted a seminar with Stan Woo, Commercial Sales Manager at Coface China, at the Westin Hotel Tianjin on 12 June 2014 in order to help our members to better understand trade credit management, risks, and payment experience. During the seminar, Stan Woo gave an overview of the current trade credit situation in China, revealed current sector risks and projected what China's economic future might look like. The seminar provided a platform for attendees to update knowledge, share experience, and exchange viewpoints relating to global economic challenges and trade credit management.



## Upcoming Events:

4 July 2014: Breakfast GM Roundtable – HR and Training: Finding, Keeping and Training Employees (in German), St. Regis Tianjin

9 July 2014: Seminar - Total Productive Maintenance (TPM): Getting Implementation Right, Siemens Mechanical Drive Systems Tianjin

30 July 2014: Kammerstammtisch Tianjin, Drei Kronen 1308 Brauhaus Tianjin

## Sending Mail by Express Delivery

Jì kuài dì  
寄 快 递

A: I want to send an express delivery.

wǒ xiǎng jì gè kuài dì.  
我 想 寄 个 快 递。

A: Where do you want to send it to?

nín xiǎng jì dào nǎ lǐ?  
您 想 寄 到 哪 里 ?

B: Beijing.

Běi jīng.  
北 京。

A: OK, please fill in the address, the name of the recipient and contact number here.

Hǎo de, qǐng zài zhè tián shàng dì zhǐ, shōu jiàn rén xìng míng hé lián xì diàni huà.  
好 的 ,请 在 这 填 上 地 址 ,收 件 人 姓 名 和 联 系 电 话。

A: The recipient said they did not receive the express delivery I sent, can I check what's going on?

Shōu jiàn rén shuō méi shōu dào wǒ de kuài dì, wǒ néng wèn xià zěn me huí shì ma?  
收 件 人 说 没 收 到 我 的 快 递 ,我 能 问 下 怎 么 回 事 吗 ?

B: Can you tell me the order number?

Nín néng gào sù wǒ nín de dìng dān hào ma?  
您 能 告 诉 我 您 的 订 单 号 吗 ?

A: OK, it's ...

Hǎo dé, Wǒ dé dìng dān hào shì...  
好 的 ,我 的 订 单 号 是 ...

B: It's still on the way, please wait patiently.

Nín de kuài dì hái zài yùn sòng tú zhōng, qǐng nài xīn děng dài.  
您 的 快 递 还 在 运 送 途 中 ,请 耐 心 等 待。

A: But when will it arrive?

Shén me shí hou néng dào ne?  
什 么 时 候 能 到 呢 ?

B: Tomorrow, or the day after tomorrow at the latest.

Míng tiān, zuì wǎn hòu tiān.  
明 天 ,最 晚 后 天。

A: OK, thank you

Hǎo de, xièxie.  
好 的 ,谢 谢。

B: You are welcome.

Bù kè qì.  
不 客 气。



A: This express delivery should be paid by the receiver.

Zhè ge kuài dì shì dào fù de.  
这 个 快 递 是 到 付 的。

B: OK, where and who did it come from?

Hǎo de, cóng nǎ lǐ shuí jí lái de?  
好 的 ,从 哪 里 谁 寄 来 的 ?

A: Shanghai, Mr. Zhang.

Shàng hǎi de zhāng xiān sheng.  
上 海 的 张 先 生。

B: OK, how much?

Hǎo de, duō shǎo qián?  
好 的 ,多 少 钱 ?

A: 12 RMB.

12 Yuán.

12 元。

B: Here is the money.

Gěi nǐ qián.  
给 你 钱。

A: Ok, thank you.

Hǎo de, xiè xiè.  
好 的 。谢 谢。



A: Is that Mr. Anderson? I'm sorry but your express delivery package that was sent sent to Shanghai could not be received.

Nǐ hǎo shì ān dé sēn xiān shēng ma? Bào qiàn nín jì wǎng shàng hǎi de kuài dì bù néng dào dá.  
你 好 是 安 德 森 先 生 吗 ?抱 歉 您 寄 往 上 海 的 快 递 不 能 到 达。

B: Why?

Wèi shén me?  
为 什 么 ?

A: Because the address you gave us does not exist.

Yīn wèi shōu jiàn dì zhǐ bù cùn zài.  
因 为 收 件 地 址 不 存 在。

B: Really? I'll check and call you later.

Zhēn de? Wǒ chá yī xià dǎ gěi nǐ.  
真 的 ?我 查 一 下 打 给 你。

A: OK

Hǎo de.  
好 的。

### 重点词汇 Key Words

快递	Kuài dì	express, such as YTO	到付	Dào fù	paid by the receiver
订单号	Dìng dān hào	order number	收件人	Shōu jiàn rén	recipient

If you encounter any problems learning Chinese, please send us an email at  
editor@business Tianjin.com

## DINING

## TIANJIN

## Chinese

## China Station

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

中国站  
河东区新开路66号天津天诚丽笙世嘉酒店2层

## Fortune Restaurant

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

富淳中餐厅  
空港物流加工区中心大道55号  
天津滨海圣光皇冠假日酒店2层



**Qing Wang Fu**  
**A:** No. 55, Chongqing Road  
Heping District  
**T:** +86 22 8713 5555  
+86 22 5835 2555  
**E:** info@qingwangfu.com  
**W:** qingwangfu.com

庆王府  
和平区重庆道55号

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

**Tao Li Chinese Restaurant**  
**A:** 6F, Hotel Nikko Tianjin  
No. 189, Nanjing Lu, Heping District  
**T:** +86 22 8319 8888 ext. 3561  
桃李中餐厅  
和平区南京路189号  
天津日航酒店6层

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

## Japanese

**Benkay Japanese Dining**  
**A:** 5F, Hotel Nikko Tianjin, No. 189 Nanjing Lu, Heping District  
**T:** +86 22 8319 8888 ext. 3558  
和平区南京路189号天津日航酒店5层  
弁慶日本料理餐厅

**Café Vista**  
**A:** 1F, Wanda Vista Tianjin, 486 Bahao Road, Da Zhi Gu, Hedong District  
**T:** +86 22 2462 6888

美食汇全日餐厅  
河东区大直沽八号路486号天津万达文华酒店一层



## Aulare Latin Restaurant

**A:** Magnetic Plaza, Building A4 2-36, Binshui Xi Dao Nankai District  
**T:** +86 187 2299 0691  
**E:** tianjin@aulare.com

艾莎贝西餐厅

南开区宾水西道时代奥城A4座2-36号



## Texas BBQ Saloon

**A:** Units 115 and 128, Central Avenue, Building C7, Magnetic Plaza, Nankai District  
**T:** +86 22 8713 5555

+86 182 0258 9904 (English)

+86 182 0258 9924 (Chinese)

德克萨斯风味烧烤西餐厅酒吧

南开区奥城商业广场C7座115-128

## Seasonal Tastes

**A:** 1F, 101 Nanjing Road, Heping District  
**T:** +86 22 2389 0168

知味全日餐厅

和平区南京路101号一层

**Prego Italian Restaurant**

**A:** 3F, 101 Nanjing Road, Heping District  
**T:** +86 22 2389 0173

Prego意大利餐厅

和平区南京路101号三层

**Seitaro**

**A:** Sheraton Hotel Tianjin Zi Jin Shan Lu, Heli District  
**T:** +86 22 2731 0909

清太郎日本料理

河西区紫金山路喜来登大酒店

## SóU

**A:** 49F, Tangla Hotel Tianjin, No. 219 Nanjing Road, Heping District  
**T:** +86 22 2321 5888 ext. 5106

思创

南京路219号天津唐拉雅秀酒店49楼

## Thai

## YY Beer House

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

粤园泰餐厅

和平区澳门路3号(国际大厦后侧)

## Western

## Café@66

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

咖啡66

河东区新开路66号天津天诚丽笙世嘉酒店1层

## Churchill Wine &amp; Cigar Bar

**A:** 1F, Wanda Vista Tianjin, 486 Bahao Road, Da Zhi Gu, Hedong District  
**T:** +86 22 2462 6888

丘吉尔红酒雪茄吧

河东区大直沽八号路486号天津万达文华酒店一层

**1863 Bistro & Terrace**

**A:** 1F Astor Wing, The Astor Hotel, A Luxury Collection Hotel, Tianjin No. 33, Ta'er Zhuang Lu Heping District  
**T:** +86 22 2331 1688 ext. 8918

1863别致西餐厅&花园

利顺德冀, 和平区台儿庄路33号天津利顺德大饭店豪华精选酒店一层

**Café Majestic**

**A:** 1F Haike Wing, The Astor Hotel, A Luxury Collection Hotel, Tianjin No. 33, Ta'er Zhuang Lu, Heping District  
**T:** +86 22 2331 1688 ext. 8910

凯旋咖啡厅

海河翼, 和平区台儿庄路33号天津利顺德大饭店豪华精选酒店一层

**Café Venice**

**A:** 2F, Holiday Inn Tianjin Riverside Phoenix Shopping Mall East Haihe Road, Hebei District  
**T:** +86 22 2627 8888 ext. 2271

威尼斯咖啡厅

河北区海河东路凤凰商贸广场

天津海河假日酒店2楼

**Glass House**

Hyatt Regency Jing Jin City Resort & Spa

**A:** No. 8, Zhiqiang Da Dao Zhouliang Zhuang, Baodi District  
**T:** +86 22 5921 1234

水晶厨房

宝坻区周良庄珠江大道8号

京津新城凯悦酒店

**Qba – Latin Bar & Grill**

**A:** 2F, 101 Nanjing Road, Heping District  
**T:** +86 22 2389 0171

Q吧 - 拉丁酒吧&烧烤

和平区南京路101号二层

**Pan Shan Grill & Wine**

**A:** 2F, Main Building

Sheraton Hotel Tianjin

Zi Jin Shan Lu, Heli District  
**T:** +86 22 2731 3388 ext. 1820

盘山葡萄酒扒房

紫金山路天津喜来登大酒店主楼2层

**Promenade Restaurant**

**A:** 1F, The St. Regis Tianjin

No. 158, Zhang Zizhong Road Heping District  
**T:** +86 22 5830 9959

河岸国际餐厅

和平区张自忠路158号天津瑞吉金融街酒店一层(津塔旁, 哈密道正对面)

**Bistro Thonet**

**A:** No. 55 Chongqing Road, Heping District  
**T:** +86 22 8713 5555

E: info@qingwangfu.com

庭悦咖啡

和平区重庆道55号庆王府院内

**Pharrell's**

**A:** No. 37, Guangfu Road, Italian Style Town, Hebei District  
**T:** +86 22 2662 6688

福楼

河北区意大利风情区光复道37号

**Brasserie Flo Tianjin**

**A:** No. 37, Guangfu Road, Italian Style Town, Hebei District  
**T:** +86 22 2662 6688

百年历史的巴黎式经典法餐--福楼

河东区新开路79号天津天诚丽笙世嘉酒店1层

**Churchill Wine & Cigar Bar**

**A:** 1F, Wanda Vista Tianjin, 486 Bahao Road, Da Zhi Gu, Hedong District  
**T:** +86 22 2462 6888

丘吉尔红酒雪茄吧

河东区大直沽八号路486号天津万达文华酒店一层

**Cafe@66**

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

咖啡66

河东区新开路66号天津天诚丽笙世嘉酒店1层

**Brasserie Flo Tianjin**

**A:** No. 37, Guangfu Road, Italian Style Town, Hebei District  
**T:** +86 22 2662 6688

百年历史的巴黎式经典法餐--福楼

河东区大直沽八号路486号天津万达文华酒店一层

**Churchill Wine & Cigar Bar**

**A:** 1F, Wanda Vista Tianjin, 486 Bahao Road, Da Zhi Gu, Hedong District  
**T:** +86 22 2462 6888

丘吉尔红酒雪茄吧

河东区大直沽八号路486号天津万达文华酒店一层

**Brasserie Flo Tianjin**

**A:** No. 37, Guangfu Road, Italian Style Town, Hebei District  
**T:** +86 22 2662 6688

百年历史的巴黎式经典法餐--福楼

河东区大直沽八号路486号天津万达文华酒店一层

**Brasserie Flo Tianjin**

**A:** No. 37, Guangfu Road, Italian Style Town, Hebei District  
**T:** +86 22 2662 6688

百年历史的巴黎式经典法餐--福楼

河东区大直沽八号路486号天津万达文华酒店一层

**Brasserie Flo Tianjin**

**A:** No. 37, Guangfu Road, Italian Style Town, Hebei District  
**T:** +86 22 2662 6688

百年历史的巴黎式经典法餐--福楼

河东区大直沽八号路486号天津万达文华酒店一层

**Brasserie Flo Tianjin**

**A:** No. 37, Guangfu Road, Italian Style Town, Hebei District  
**T:** +86 22 2662 6688

百年

**SERVICES**

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



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



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



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



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



**Renaissance Tianjin Lakeview Hotel**  
A: No. 16, Binshui Dao, Hexi District  
T: +86 22 5822 3388  
万丽天津宾馆  
河西区宾水道16号



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



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

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



**Qing Wang Fu Club Suites & Serviced Residences**  
A: No. 55 Chongqing Road, Heping District

T: +86 22 8713 5555  
E: [info@qingwangfu.com](mailto:info@qingwangfu.com)  
W: [qingwangfu.com](http://qingwangfu.com)  
庆王府公馆  
和平区重庆道55号



**The Westin Tianjin**  
A: 101 Nanjing Road, Heping District



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



**The Ritz-Carlton, Tianjin**  
A: No. 167 Dagubei Road, Heping District, Tianjin  
T: +86 22 5857 8888  
天津盛捷奥林匹克大厦服务公寓  
和平区成都道126号



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



**Wanda Vista Tianjin**  
A: 486 Bahao Road, Da Zhi Gu, Hedong District, Tianjin 300170  
T: +86 22 2303 2888  
利顺德公寓  
和平区台儿庄路32号



**The Lakeview, Tianjin-Marriott Executive Apartments**  
A: No. 16, Binshui Dao, Hexi District  
T: +86 22 5822 3322  
天津万豪行政公寓  
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**Real Estate**

**CBRE Tianjin**

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

**Associations**

**TICC (Tianjin International Community Centre) Association** and meeting place for foreign passport holders and their families in Tianjin. Organises monthly coffee mornings, luncheons and social/fundraising events, supporting local charities.

E: [ticc\\_09@hotmail.com](mailto:ticc_09@hotmail.com)  
W: [tianjin.weebly.com](http://tianjin.weebly.com)

**SERVICES**

**Jones Lang LaSalle**  
A: Unit 3509, The Exchange Mall Tower 1, No.189 Nanjing Road, Heping District.  
T: +86 22 2317 0333  
**Regus Golden Valley Centre**  
A: 11<sup>th</sup> Floor, Block One, Golden Valley Centre, Heping District  
T: +86 22 5890 5188  
W: [www.regus.cn](http://www.regus.cn)  
雷格斯天津中心  
和平区南京路219号天津中心8层  
雷格斯金谷大厦中心  
和平区金之谷大厦一楼11层

**Serviced Office**

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

**Legal Service**

**Beijing Yingke Law Firm Tianjin Office**  
Providing full range of legal services under China laws and regulations: -contract, corporate, labor law, due diligence, mergers and acquisitions, real estate, investment, dispute solution, litigation and arbitration, etc.  
E: [liyi@yingkelawyer.com](mailto:liyi@yingkelawyer.com)  
W: <http://english.yingkelawyer.com>

**Spas**

**Green Bamboo Well Being Resort**  
A: 6-17, bldg. 17, Magnetic Capital Binshui Xi Dao, Nankai District  
T: +86 22 8378 8397 (English)  
+86 136 0205 9458 (Attn: Elsa)  
青竹堂足疗养生馆  
时代奥城商业广场17座6层17号

**HEALTH****Rentals**

**Regus Tianjin Centre**  
A: 8<sup>th</sup> Tianjin Centre, No.219 Nanjing Road, Heping District  
T: +86 22 2317 0333  
**CAR/BUS Rental Services in Tianjin and Beijing with reasonable rates.**  
To make a reservation or enquiry, please send e-mail to E: [info@chinabustravel.com](mailto:info@chinabustravel.com)  
T: +86 135 0207 0987

**Hospitals**

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

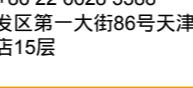


**Tianjin United Family Hospital**  
A: No.22, Tianxiao Yuan Tanjiang Dao, Hexi District  
T: +86 22 5856 8500 (Reception)  
24 Hour Emergency:  
T: +86 22 5856 8555  
W: [ufh.com.cn](http://ufh.com.cn)  
天津和睦家医院  
河西区潭江道天藻园22号

# Vehicle Leasing!

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**info@chinabustravel.com**



DINING	SERVICES	HEALTH
<b>Gyms</b> <b>Astor Fitness &amp; Health Club</b> A: 3F, Haiye Wing, The Astor Hotel, A Luxury Collection Hotel, Tianjin No. 33, Tai'er Zhuang Lu Heping District T: +86 22 2331 1688 ext. 8876 利顺德健身俱乐部 海河翼，和平区台儿庄路33号天津 利顺德大酒店豪华精选酒店三层	<b>Italian</b>  <b>Bene Italian Kitchen</b> A: 2F, Sheraton Tianjin Binhai Hotel No. 50, 2nd Avenue, TEDA T: +86 22 6528 8888 ext. 6230/6232 班妮意大利餐厅 开发区第二大街50号 天津滨海喜来登酒店2层	 <b>TEDA International School</b> A: No. 72, 3rd Avenue, TEDA T: +86 22 6622 6158 泰达国际学校 开发区第三大街72号
<b>Powerhouse Gym</b> A: Binjiang Shopping Center, Kaifeng Dao, Xiao Bai Lou (1902 Street) Hexi District T: +86 22 2302 2008 宝力豪健身俱乐部 河西区小白楼滨江购物中心	<b>Western</b>  <b>Brasserie Restaurant</b> A: Renaissance Tianjin TEDA Hotel & Convention Centre No. 29, 2nd Avenue, TEDA T: +86 22 6621 8888 ext. 3711 万丽西餐厅 开发区第二大街29号天津万丽泰达 酒店及会议中心	 <b>Tianjin TEDA Maple Leaf International School</b> A: No. 71, 3rd Avenue, TEDA T: +86 22 6200 1920 天津泰达枫叶国际学校 开发区第三大街71号
<b>TEDA &amp; TANGGU</b> <b>Brazilian</b> <b>Salsa Churrasco</b> A: 11F, Holiday Inn Binhai Tianjin No. 86, 1st Avenue, TEDA T: +86 22 6628 3388 ext. 2740 巴西烧烤餐厅 开发区第一大街86号天津滨海假日 酒店11层	 <b>Feast All Day Dining Restaurant</b> A: 1F, Sheraton Tianjin Binhai Hotel No. 50, 2nd Avenue, TEDA T: +86 22 6528 8888 ext. 6210 盛宴全日制西餐厅 开发区第二大街50号 天津滨海喜来登酒店1层	 <b>Holiday Inn Binhai Tianjin</b> A: No. 86, 1st Avenue, TEDA T: +86 22 6628 3388 天津滨海假日酒店 开发区第一大街86号
<b>Chinese</b> <b>Wan Li Chinese Restaurant</b> A: 2F, Renaissance Tianjin TEDA Hotel & Convention Centre No. 29, 2nd Avenue, TEDA T: +86 22 6621 8888 ext. 6750 万丽轩中餐厅 开发区第二大街29号天津万丽泰达 酒店及会议中心2层	 <b>Happy Soho Live Music &amp; Dance BAR</b> (Opposite of Central Hotel) A: No. 16, Fortune Plaza, Third Avenue, TEDA T: +86 22 2532 2078 欢乐苏荷酒吧 开发区第三大街财富星座16号 (中心酒店对面)	 <b>Renaissance Tianjin TEDA Convention Centre Hotel</b> A: No. 29, 2nd Avenue, TEDA T: +86 22 6621 8888 天津万丽泰达酒店及会议中心 开发区第二大街29号
<b>Japanese</b> <b>Sake n Sushi Bar</b> A: 11F, Holiday Inn Binhai Tianjin No. 86, 1st Avenue, TEDA T: +86 22 6628 3388 ext. 2730 寿司吧 开发区第一大街86号天津滨海假日 酒店11层	 <b>GEMS World Academy</b> Tianjin Eco City, China A: No. 312, Hefeng Road, Tianjin ECO-City, Binhai New Area T: +86 22 6622 7888 天津杰美司国际学校 滨海新区天津生态城和风路312号	 <b>Sheraton Tianjin Binhai Hotel</b> A: No. 50, 2nd Avenue, TEDA T: +86 22 6528 8888 F: +86 22 6528 8899 天津滨海喜来登酒店 开发区第二大街50号 <a href="http://sheraton.com/tianjinbinhai">http://sheraton.com/tianjinbinhai</a>
<b>Education</b> 		 <b>Crowne Plaza Tianjin Binhai</b> A: No.55 Zhongxin Avenue Airport Economic Area, Tianjin T: +86 22 5867 8888 天津滨海圣光皇冠假日酒店 天津市空港经济区中心大道55号

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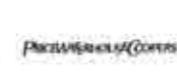
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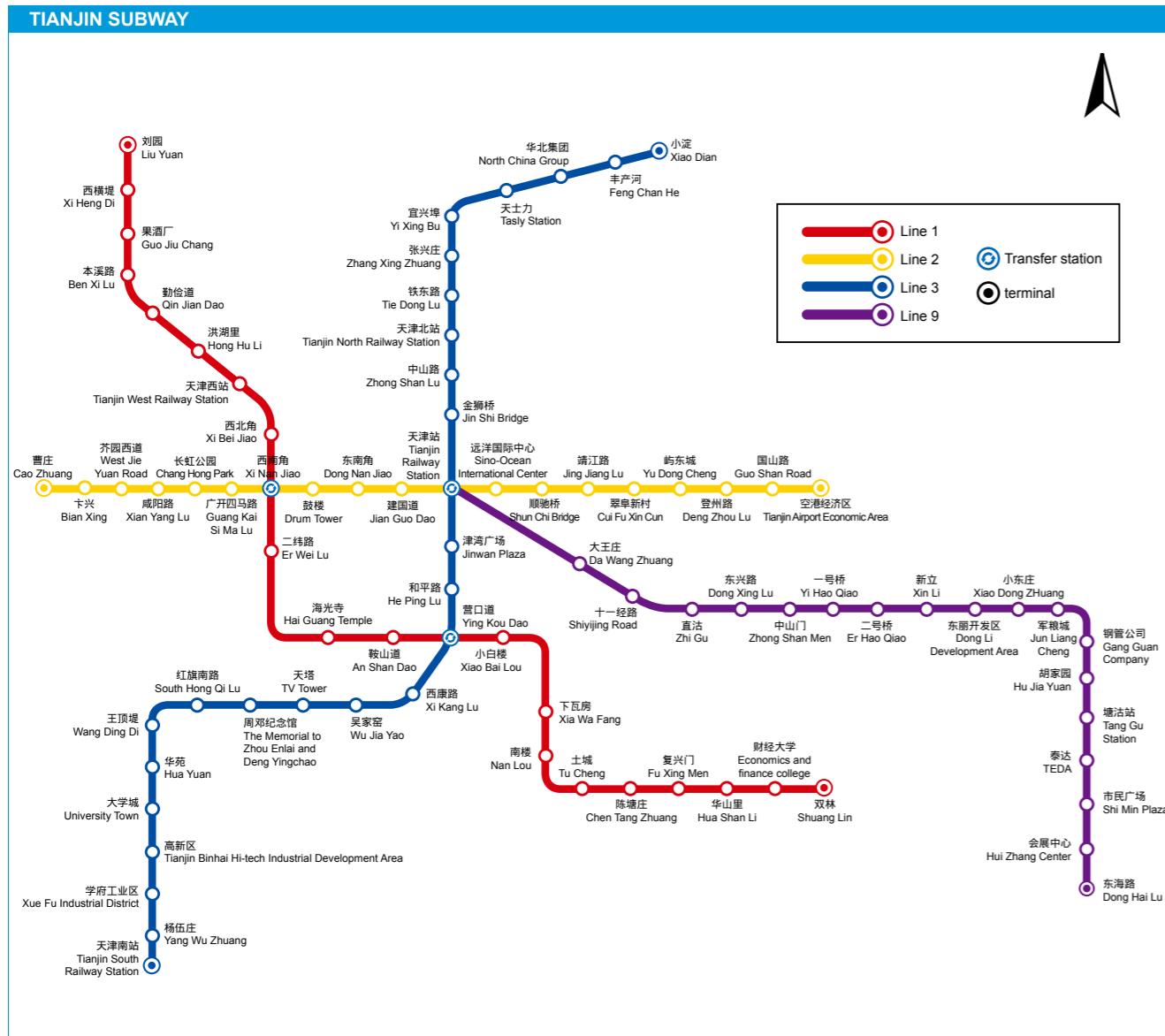
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07:00, 08:00, 09:00, 10:00 then every 30 minutes until 23:00. Exit on the 1st floor at Gate 15 / Terminal 2 and Gate 1 / Terminal 3. Tel: +86 10 6455 8718		
TEDA-BEIJING AIRPORT Shuttle Bus ¥90 one way		
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C2002	06:25	06:55
C2094	22:45	23:15
BJS ~ TJ (¥55 - ¥66)		
Train	Beijing	Tianjin
C2001	06:35	07:05
C2093	23:00	23:30
TG ~ BJS (¥66 - ¥80)		
Train	Tanggu	Beijing
C2274	12:40	13:10
C2280	20:25	20:55
BJS ~ TG (¥66 - ¥80)		
Train	Beijing	Tanggu
C2273	10:45	11:15
C2279	18:50	19:20
Wuqing ~ BJS (¥39 - ¥46)		
Train	Wuqing	Beijing
C2202	06:53	07:18
C2232	20:43	21:08
BJS ~ Wuqing (¥39 - ¥46)		
Train	Beijing	Wuqing
C2201	06:45	07:07
C2231	21:15	21:37



## Art & Leisure

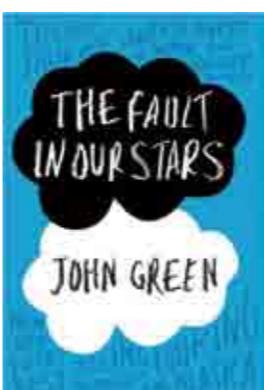
By Cathy Perez

### Introducing Chinese Authors and Books



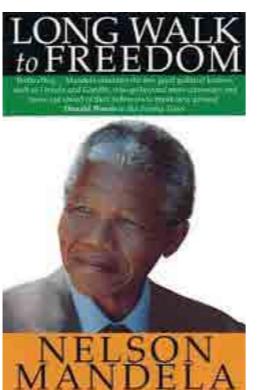
#### What's Hot on Amazon China?

Amazon China has become a saviour for those of us who feel that there's a scant of English books in Tianjin, especially the latest releases. At [www.amazon.cn](http://www.amazon.cn) you can order online and have your books arrive at your doorstep after 3 days (depending on which part of Tianjin you are in, some books can be delivered in just a day or two). Here are some English titles that are "hot" according to the website.



#### *The Fault in Our Stars* by John Green

Sentimental, thought-provoking, and filled with quotable quotes, *The Fault in Our Stars* gave author John Green the distinction as one of the most talented writers of this generation. A love-struck teenage couple fighting with cancer while trying to make their love work may be a simple plot but wait until you read the book. It's not only the teenagers who can relate to this book but everyone, especially those who have a penchant for unique, tragic stories. (98 CNY, hardcover)



#### *Nelson Mandela: A Long Walk to Freedom*

This internationally-released autobiography of Nelson Mandela is a riveting memoir of an outstanding moral and political leader of our time. The book brilliantly re-creates the drama of the experiences that helped shape Nelson Mandela's destiny. It is emotive, compelling and uplifting, telling an exhilarating story of an epic life: a story of hardship, resilience and ultimate triumph told with the clarity and eloquence of a born leader. (34.70 CNY, paperback)

## Films in Tianjin Cinemas

### Maleficent

*Maleficent* is a 2014 fantasy adventure film directed by Robert Stromberg from a screenplay by Linda Woolverton. The movie stars Angelina Jolie as the eponymous Disney villainess character. The film is a live-action re-imagining of Walt Disney's 1959 animated film *Sleeping Beauty*, and portrays the story from the perspective of the antagonist, Maleficent.



### Edge of Tomorrow

Starring Tom Cruise and Emily Blunt, *Edge of Tomorrow* is a 2014 science fiction film based on the Japanese light novel *All You Need Is Kill* by Hiroshi Sakurazaka. The story is about an officer who finds himself caught in a time loop, and then gets caught up in a war with an alien race. His skills improve as he faces the same brutal combat scenarios, and his union with a Special Forces warrior gets him closer and closer to defeating the enemy.



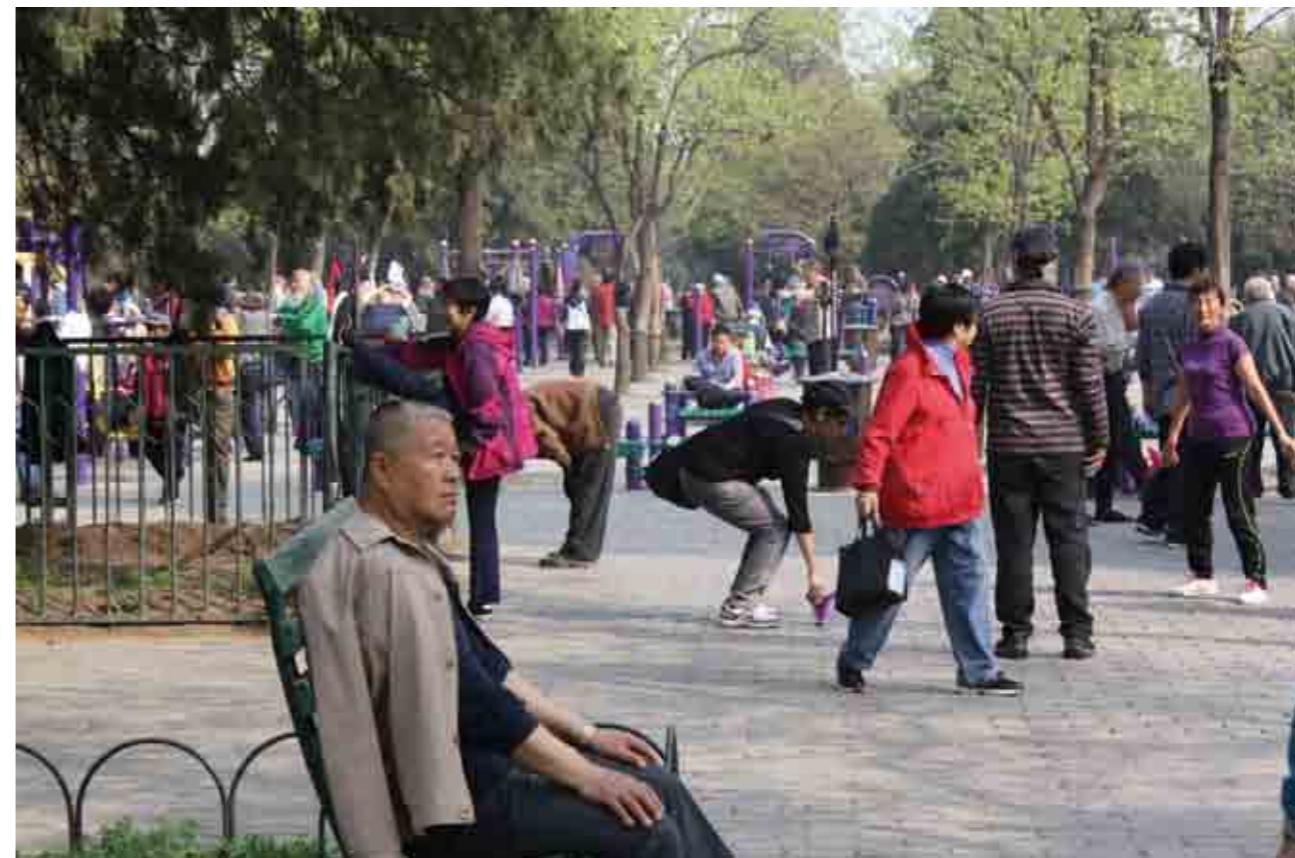
### Quote of the Month

**"Our culture has accepted two huge lies. The first is that if you disagree with someone's lifestyle, you must fear or hate them. The second is that to love someone means you agree with everything they believe or do. Both are nonsense. You don't have to compromise convictions to be compassionate."**

Rick Warren, bestselling author of *The Purpose Driven Life*

# The Concept of Self-Policing in China

By Sarah Ali



The idea behind self-policing in China is certainly a captivating and refreshing one. It largely revolves around the concept of community support, the people providing help at a grass roots level, and subsequently the masses supporting the masses. It is more than just being a notion of aid, it is about believing in and living with the ethics of communism to its fullest. That is to say serving the people around you, putting others first and understanding that the key principle of living together is to serve others. Chairman Mao Zedong supported such an informal policing strategy

with his encouragement of the (MLP) Mass Line Policing. Moreover, Confucius's teachings emphasize the regulation of state by the regulation of family, which in turn regulates the clan and the society you live around. It can be argued that today in China, as families gets richer, smaller in size and the pace of development surpasses our wildest expectations, that indeed this idea of self policing diminishes with it. A large disparity within communities starts to evolve, which only encourages higher crime rates and a difficulty to self police. The need for a more formal policing system in the form of private policing

is introduced at a greater frequency, the more the relationship between the public and the police force seemingly weakens.

To clarify and shed some light upon what exactly self-policing is, we question how China is such a safe country despite having such a large population of people living on very little money. We try to figure out why there aren't very many policemen roaming the streets in comparison to most other nations, yet the country enjoys some of the lowest figures for theft, rape and murder? How is the policing system here so effective? Why are other countries struggling

# Last Word

to replicate it? How is China doing it so well?

The answer to these questions provides us with a deep insight into what has become a truly Chinese concept, one that has developed over time by the changing social, economical and political waves in China. Despite its diminishing presence, we can still see elements of it today.

People in China have felt a responsibility and duty towards the welfare of their communities for a long time, indeed long before the rise of the Communist Party. This tradition was at its strongest during the pre-reform era (1947-1978) when people lived in large families and when the communities were well known to one another because of course one of your seven children would be friends with another, perhaps even larger, family's children. This community bond and close knit culture created a natural security net. If one were to steal or murder, an automatic ostracisation would occur. It was seen as a fate worse than imprisonment, as you would be isolated from your community and would bring true shame upon your family.

Another important point to make is that people had ID cards from which they purchased food, so a plan to steal and run away would be impossible

**This community bond and close knit culture created a natural security net. If one were to steal or murder, an automatic ostracisation would occur.**

as you had to use your ID card to survive, and these were limited to the location allocated to you and your family. It should also be noted that the Chinese police was incrementally linked to the general public and they worked hand in hand to serve their community and country.

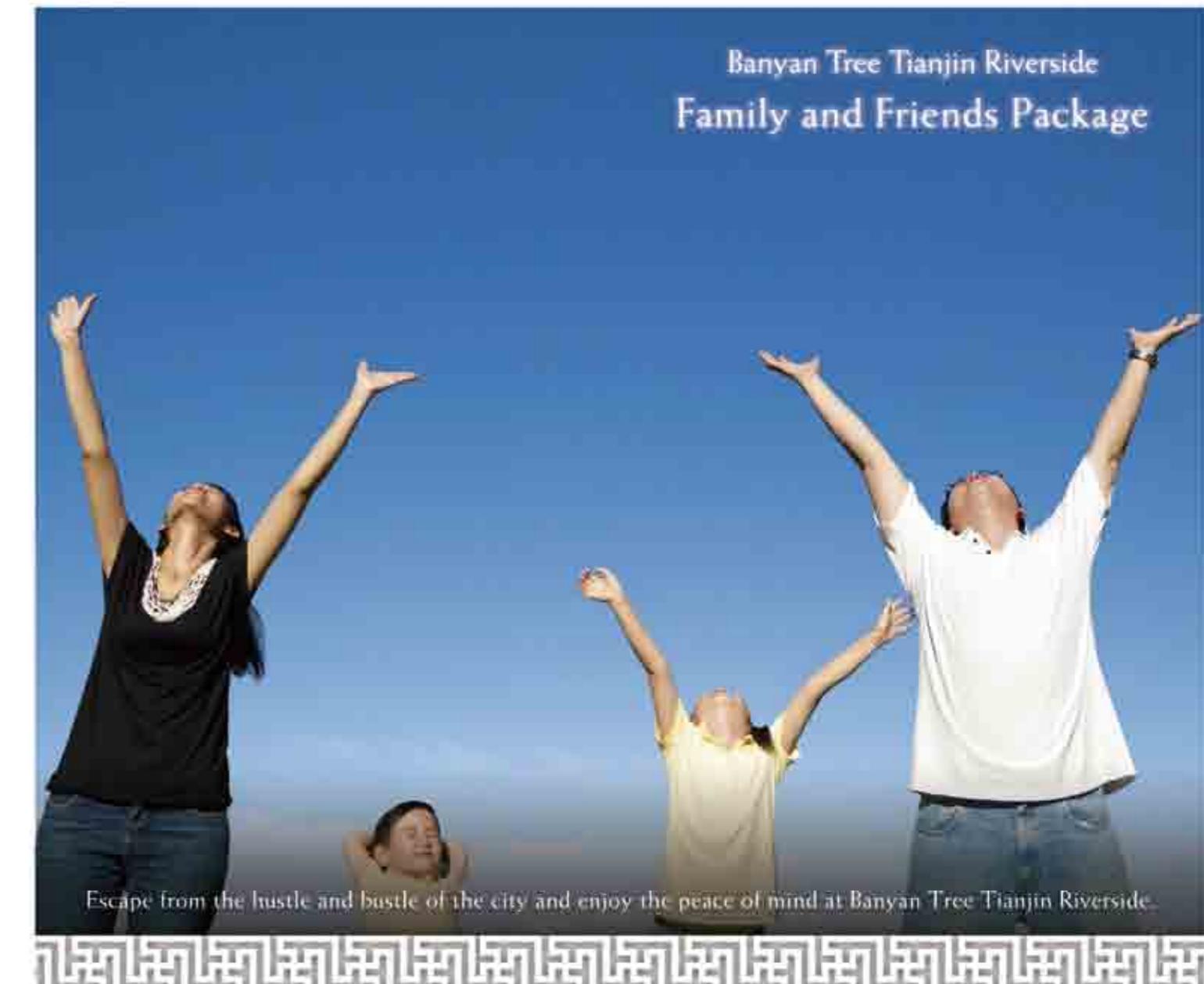
When the People's Republic of China was formed it was widely believed that policing would be futile without mass participation at a ground level. This theory was based around the recognition that there were too many



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people in China to police at all times. As a result the public became the eyes and the ears of the police, to protect their friends and families, a position which was shared and accepted with great pride. With the implementation of residence committees which acted as a kind of neighbourhood police force and that was endorsed fully by the government, China truly saw the idea of a mass line policing in action. Policemen and women resided in villages where they knew the names and affairs of every resident, but more importantly maintained a good relationship with them.

As mentioned above this idea of self-policing, even though not seen as often today, is very much a part of Chinese culture. People in China today are less tempted to commit a crime largely because they have grown up in a society that holds strong cultural values when it comes to security and policing. ■



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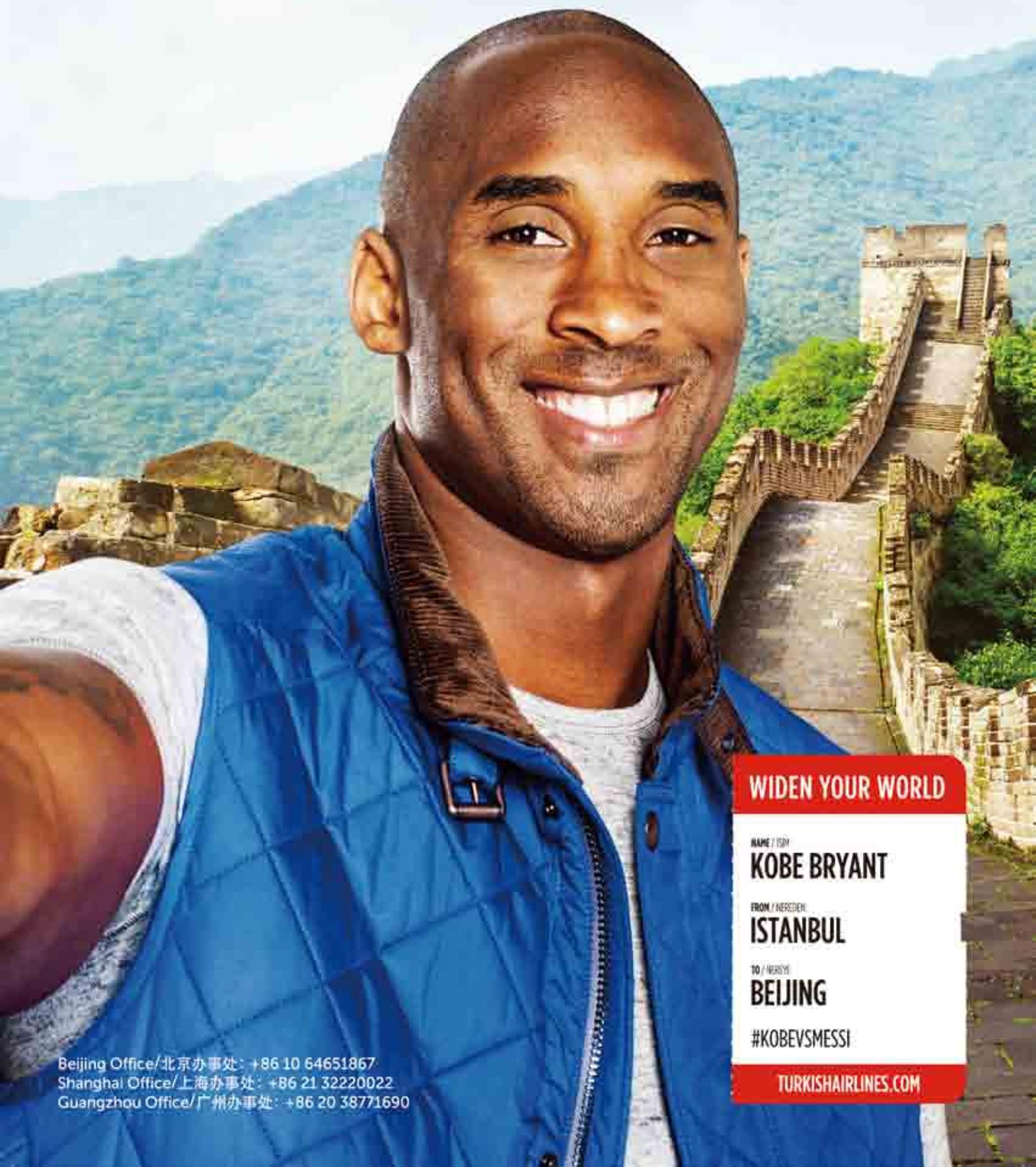
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