

# OFF-THE-WALL

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SEPTEMBER 2016

## BENCHAM BEIJING 2006 – 2016

### BENELUX GALA BALL 2016

### SINO-BENELUX BUSINESS SURVEY 2016

How does the new normal affect companies  
active in China?



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# 10<sup>th</sup> Anniversary

## CHAPTER BEIJING 2006-2016

“

On behalf of my team, I wish to congratulate BenCham with its 10th anniversary. By entering a new decade in its existence, the Chamber is writing a new chapter in the mutual beneficial economic relationship between the Benelux countries and China. Together we can make a difference for the development of our companies' activities in China.



**H.E. MR. MICHEL MALHERBE**  
AMBASSADOR OF BELGIUM TO CHINA



“ For more than a decade BenCham has served as a valuable resource for Benelux businesses in Beijing and China, providing guidance and support through a variety of events and services. I am very delighted to see the Chamber growing at a steady pace and witness a constant professionalization process. The support of a structure such as BenCham is truly fundamental for the businesses of our three countries. In the name of the Embassy and the business community of the Grand Duchy of Luxembourg I wish BenCham good luck and a lot of success.

**H.E. MR. PAUL STEINMETZ**  
AMBASSADOR OF THE GRAND DUCHY  
OF LUXEMBOURG TO CHINA

“

I am pleased to note that the Dutch business community in China continues to thrive. Wherever and whenever possible, our economic network will happily work together with BenCham. Past cooperation on events like business seminars or trade dinners has been much appreciated and will present us with ample occasions for more fruitful cooperation in the future!



**H.E. MR. RON KELLER**  
AMBASSADOR OF THE KINGDOM OF THE NETHERLANDS  
TO CHINA AND MONGOLIA



# OFF-THE-WALL

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# SINO-BENELUX BUSINESS SURVEY 2016

HOW DOES THE NEW NORMAL AFFECT COMPANIES ACTIVE IN CHINA?

## SURVEY DEMOGRAPHICS



73%

Benelux Companies



>40%

Industrial Goods/Services



9.5 Years

Average active in China



>60%

SMEs (¥ 1mio – 100mio )



>25%

Consumer Goods/Services



>45%

≥ 90% of sales in China

## PERFORMANCE



83%

Companies Report Revenue Growth



73%

Equal or Increased Operating Margin

## CHALLENGES & ATTENTION POINTS



Sales Targets



New Rules & Regulations

## DRIVERS



Increased Turnover



Increasing Salaries



Global Chinese Economy



Increasing Enforcement

## OPINION ABOUT NEW NORMAL



55%  
Impacted by Changing Economy



61% Positive Impact on Long-run



68% Remains or Increased #01 Priority



The Benelux Chamber of Commerce - BenCham - is the most active business platform in China. Its members, leading companies from Belgium, the Netherlands and Luxembourg, share an active interest in developing trade and business in China. It is the only Chamber of Commerce that is officially recognised and supported by the Embassy of the Kingdom of Belgium, the Embassy of the Kingdom of the Netherlands and the Embassy of the Grand Duchy of Luxembourg in China.

BenCham has been growing at a steady pace since it was established in 2001. It currently contains 3 chapters; Beijing, Shanghai and Pearl River Delta (Guangzhou and Shenzhen). It is the prime platform for the Benelux business community to get together.



The Benelux Chamber of Commerce in China is accredited by the Federation of Belgian Chambers of Commerce and the Chamber of Commerce of the Grand Duchy of Luxembourg.



BenCham currently has over 350 members, aspiring to grow further every day. Its base consists of Large Enterprises, Small and Medium sized Enterprises (SMEs) as well as individuals with an active interest in developing their business in China. As an independent, non-profit organisation, BenCham is managed by a full-time secretariat of both Benelux and Chinese staff. All practises are guided by an active Board of Directors. BenCham sustains itself through membership subscriptions, sponsorships, subsidies and event fees.

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# U-Start – Foreign Start-up Contest in China

**Start-Ups** are hip. And even more so in the home country of online shopping and Alipay. China's huge consumer market and openness to new technologies have sparked not only a start-up hype among young Chinese, but have also attracted scores of young entrepreneurs from abroad. However, whereas Chinese start-ups are wooed by local authorities, foreign start-ups, such as BenCham members and partners ClearCut, MEGI, Remitsy or InternsInBeijing often face bigger hurdles. For that reason, ECOVIS Beijing is organizing its first Start-Up contest to support foreign entrepreneurs in dealing with China's bureaucracy and regulations.

## Niches and Bridges

While places such as Shenzhen, Shanghai, Hangzhou, or Beijing's Haidian District have seen the rise of extensive tech parks and impressive company campuses, foreign start-ups have settled in the niches and are helping to build a bridge between geeky tech circles and the more traditionally minded expat communities, usually employed in rather old-fashioned industries such as automotive, mechanical engineering, or the sales and distribution of established Western brands. Newcomers, such as MEGI, a Shanghai based start-up, offering a software, which connects companies' financial data with professional accounting firms, or ClearCut, a start-up from Beijing, which offers an event-ticket service and payment solutions, Remitsy, an international payment platform, or InternsInBeijing do not only offer new types of services, such as O2O (Online to Offline) or SaaS (Software as a Service).

## Start-Ups and their challenges

However, apart from the usual issues, such as raising capital and finding the right angel investor, start-ups are facing the same problems as other Western companies. Language barriers, byzantine regulations, tightening visa rules, restrictive labor laws and intricate tax requirements, are causing the usual headaches.

Unfortunately, unlike established Western enterprises, which have the cash to hire the right consultants, foreign start-ups often lack the financial wherewithal to get the expertise they need. On the other side, many consultancies still favor traditional SMEs over young and uncertain business endeavors.



### **Ecovis – Trusted Accountant of BenCham**

*Since this summer, ECOVIS Beijing took over accounting and tax consulting for BenCham. As a member, ECOVIS is happy to offer its services where they are needed and support the Benelux Chamber in this area of expertise.*

*ECOVIS Beijing is specialized on accounting, audit, tax and legal advisory for foreign SMEs in China with special focus on cross-border legal and tax structures. With partner offices in Belgium, the Netherlands and Luxemburg as well as over 60 other countries in the world, ECOVIS International ranks the top 10 tax & legal consulting firms in the world.*

*At ECOVIS Beijing, we are proud to have a young, enthusiastic and fast-growing team of highly qualified lawyers, accountants, auditors and consultants with an international background who are fluent in English & Chinese. With many years of experience and profound practical knowledge we support our clients from China and overseas in every situation as an expert next door.*

Therefore, ECOVIS Beijing, decided that foreign start-ups deserve more support. As a result, ECOVIS is organizing U-Start, its first start-up contest. The consultancy assembled a group of over ten sponsors in order to offer the winners a broad range of services. Different from typical start-up-investors, our U-Start sponsors do not intend to receive company shares but to support young entrepreneurs with nothing in return but the chance to use U-Start as a marketing platform. Prices for the winning ideas are a mentorship by branch experts and their services including a complete company registration, 2 years of accounting, tax & legal consulting, strategic management consulting, investor sourcing, business partner search, branding & marketing as well as IT support.

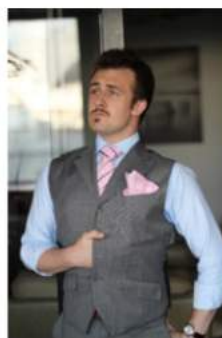


All foreign start-ups, which have been founded less than 2 years ago could participate and submit their business plans to the team of five judges from China, Germany, and the U.K., who will then review them and choose a set of finalists, which got the chance to present their ideas at the Final event, held on 22nd Sept. in Beijing at the Gehua Design Service Center.

As Grace Shi, co-founder of ECOVIS Beijing, said, this contest is not only a marketing trick, but also a way to share some of the experience we have gathered ourselves by doing business in China and to inspire others to help young entrepreneurs to be successful.

“Knowing yourself is essential for a Start-Up, as is knowing your tax bill!”

Nathan Chester,  
Director of Business Development  
North China  
ClearCut



“The hardest thing is probably keeping up with the fast pace of change in terms of local regulation.”

Richard Bensberg,  
CEO at Remitsy



“Foreigners need to wait much longer for a company registration than a Chinese local!”

Jeff Frey,  
Founder and CEO  
InternsInBeijing



“Accounting Regulations in China are a nightmare, especially for foreign companies.”

Michael Chiao,  
Managing Partner at MEGI China



# LNG for Transport: A Key Business Development Opportunity for the Chinese Gas Industry

*China is currently leading the revolution of LNG use for transport, from its upstream to downstream, expecting to have 500'000 LNG vehicles and 1000 LNG vessels, consuming about 11 bcm LNG in 2020.*

Offering very interesting environmental and technical performances, and being economically competitive versus diesel, LNG is the fuel of the future for transport (heavy trucks and vessels). The reduction of NOx, SOx and fine particles emissions is significant comparing to diesel: -30% to -70% for NOx, -90% to -100% for SOx and -92% for fine particles. LNG vehicles offer the similar horse power and speed than those of diesel with lower total cost of ownership.

The significant number of vehicles in China is becoming one of the main causes of the air pollution in the country. Being aware of the issue, Chinese government has put in place subsidies stimulating the use of alternative vehicles (LNG, electric, etc.), which contributes to the soar of LNG vehicles in China. Today, China has about 345'000 LNG vehicles, mainly composed of LNG trucks, showing an impressive annual growth rate of 73% since 2011:

- Over the last 10 years, the number of vehicles in China has quintupled, increasing from 32M to 173M with an annual growth rate of 19%. The growth comes mainly from the passenger vehicles segment
  - Over the last 5 years, the number of LNG vehicles in China has octupled, increasing from 39k to 345k. The growth comes mainly from the LNG trucks segment. To date, LNG vehicles accounts for only 0.2% of the nationwide fleets: 0.03% of passenger vehicles are using LNG as fuel, and 1.3% for trucks
- China has about 2600 LNG filling stations, concentrated in the coastal area and the regions alongside the West-East Gas Pipeline.

As of end 2015, there are 106 LNG fuelled vessels in China, of which 37 are issued from transformation and 69 are new built. About 60 LNG vessels are currently under construction. LNG fuelled vessels operates mainly for inland waterways transportation. There are 2 exiting LNG bunkering stations in China. The vessels are mainly supplied by LNG truck.

The *LNG shipping industry pilot project list* published by the Ministry of Transport in 2014, has planed the construction of nearly 1000 LNG vessels during the 2014-2016. The objective set by the government seems to be complicated to achieve.

As of end 2015, China has 148 small-scale LNG production plants with a capacity of 29 bcm/y, which produced 10 bcm in the year. These plants are mainly concentrated in the center of China.

Through its 14 operational LNG receiving terminals, China has imported 28 bcm LNG in 2015. In the previous year, vehicles consumed 4.2 bcm LNG, accounts for 16% of LNG total imports of the year, while vessels consumed 0.1 bcm LNG, accounts for 0.2% of LNG imports.

In 2020, China expects to have 500'000 LNG vehicles and 1000 LNG vessels, consuming about 11 bcm LNG, with more than 5200 LNG filling stations and 16 bunkering stations.

## Authors



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Managing Director  
Schwartz and Co. China

Meng has been providing consulting to private and public players on energy markets for many years. He graduated from the French engineering school Supélec and holds a double degree MSc in energy economics.



**Hervé Schwartz,**  
President & Founder,  
Schwartz and Co.

Hervé has more than 25 years of experience in the energy sector. He has been advising private and public players of the oil & gas and power supply value chains since the end of the 90's. He graduated from the French engineering school Ecole Centrale Paris.



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## Industry Sector Insight to Inform Your Strategic and Operational Decision-making



*Schwartz and Co is an international and independent strategy and management consulting firm, dedicated to the energy, water and transport sectors. We provide four types of consulting services:*

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We help our clients to build and strengthen their competitive positions and business models, both within and across the various segments of the value chain, by anticipating the opportunities and threats that arise from the structural and cyclical evolution of their sector

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We use our understanding of markets and regulation, our sector-related skills, and our modelling and benchmarking methods to help our customers to acquire and successfully merge appropriate assets and companies or to build productive partnerships

### Operations Management

We help our customers to implement their strategy through the development of organisations, business processes, methods and value-added solutions suited to their changing business environment

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We bring over 10 years of international experience participating in the design, optimisation and successful implementation of market regulation and associated market rules and regulated tariffs



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## Boost your productivity

How to make your IT (cloud) applications work for you

Business between Benelux and China is thriving and to accommodate that growth, business is supported by global IT applications that are commonly hosted in Europe or the US for organisations headquartered in the Benelux. They provide you with ERP systems, cloud services like Office 365 and Salesforce.com, and collaboration tools for voice and video such as Skype for Business or Sharepoint.

The challenge here is how to ensure that your Chinese employees can effectively work with these applications in a cost effective manner. The distance between users and applications is large and the quality of (international) internet connectivity in China is extremely poor. As a result, applications are not responsive. This leads to long waiting times and improductivity. As a result users and local businesses are looking for local alternatives (shadow IT) – with all risks involved. Only a few companies can afford the private, but highly expensive, connectivity solutions from traditional network providers.

Companies are looking for easy to deploy, cost effective and highly performant connections to their global cloud and in-house applications. Wouldn't it be nice if you could have the best of both worlds: to connect your Chinese branch offices via your local internet provider, yet provide an experience as if your Chinese users were based in Europe?

Together with technology provider Aryaka, Videns IT Services has developed a next-generation connectivity service based on using public internet connections. By simply connecting your Chinese offices to a global optimized business network - using your existing internet connections - all your global cloud and IT applications are delivered with a similar performance as experienced by your users in Europe or the US. This is established with the latest and unique Software Defined Network (SD-WAN) technologies. Benchmark results show a 40 times faster performance of cloud based Office 365 applications. As business opportunities come and go, deployment of new offices must be realized in days instead of months. SD-WAN architecture will help you to deploy offices within days with a minimum of capital and resource costs.

### Challenge

1. How to get access to your global IT (cloud) infrastructure and ensure application performance when facing the great firewall of China. 2. How to get your local office connected to your global (cloud) applications within days. 3. How to reduce expensive intercontinental WAN connectivity costs.

### Solution

Managed Aryaka service by Videns IT Services, creating an optimized WAN connection between China and other global geographical areas. By just using local internet to access Aryaka's global private network with integrated WAN optimization, which we offer as a flexible on demand service.

### Benefits

Branch office deployment within days. Boost in (cloud) application performance. Example: O365 is 40 times faster than traditional connectivity. Easy to scale bandwidth capacities (up and down). Cost savings up to 70% compared to traditional WAN connectivity.

IT CONNECTIVITY IN CHINA SOLVED



# aryaka videns

Videns IT Services, supplier of flexible and high-quality next-gen networking solutions, recently partnered up with Aryaka. Aryaka provides high-performance WAN solutions. With this partnership, customers benefit from Videns' end-to-end pro active service management and Aryaka's futureproof SD-WAN solutions. Videns IT Services now offers global customers Aryaka's Network-as-a-Service, which combines an enterprise-grade, global private network with WAN optimization, dynamic content delivery and cloud/SaaS application acceleration.

[www.videns-it.com](http://www.videns-it.com)

# MEANING EVERY WORD

*Language is a means of expression that shapes our understanding and perception of the world: it can serve as a bridge between cultures and regions, but it can also result in misunderstandings. The power of language shouldn't be underestimated when doing business abroad and especially when entering the Chinese market.*

While it might not be the best solution for everyone, some companies, like Coca-Cola, have proven to be very successful with branding adaption, and were able to carry over both the sound and the values of the brand. Their brand name in China is "kekou kele," a rough translation of which would be "can be tasty, can be happy." The brand remains true to the original sound and incorporates some of the message as well.

To make sure the right message gets through to the Chinese consumer, we emphasize the importance of choosing the right brand name, localization of marketing materials, and choosing the most attractive layout, as well as colors that suit Chinese tastes.

Chinese (汉语; Hànyǔ or 中文; Zhōngwén) has developed over centuries and is quite different from the Indo-European language family. There's a meaning and a story behind most Chinese characters. In a way, it is more complex than English, where words are formed from individual letters that follow specific rules and make clear sounds. Foreign firms have to understand that when they adapt their brand to China, it is very important which characters they choose to use. That choice can make or break a successful brand strategy, and a bad choice can lead to the wrong impression about the brand.

While not adapting your brand name might always be an option, it might not be the best way to proceed for all companies. When it comes to adapting a brand name to the Chinese market, there are multiple ways this goal can be pursued. Adapting a brand name in China can be done by using the sound, the meaning/message, or both.

## PRO TIPS:

- It is as "easy" for a European to remember "ZHANGJIAJIE" or "张自忠路" as it is for a Chinese mind to remember "JEAN-CLAUDE JUNCKER."

*Using adaptation for brand names as well as your own names on business cards will help Chinese people to remember you and your brand.*

- It has been proven that global brands that make an effort to understand China have a greater chance of gaining acceptance and recognition by Chinese consumers.

*There is no right or wrong way in life; many roads can lead you to the correct destination.*

- Just as many different languages and dialects can be found in the tiny country of Belgium, as many or even more can be found in China.

*Mainland China uses simplified Chinese, while Taiwan, Hong Kong and Macau use traditional Chinese. Not only are the characters written differently, but the manner of speaking and the grammar used are also very different.*



**LINEARIS**  
TRANSLATIONS

# FTZs in CHINA

A lot of organizations are interested in the Free Trade Zones (FTZ), the Special Economic Zones (SEZ). They want to know the differences between these areas and the 'normal' Mainland China ground in general.

## What are Free Trade Zones?

Free trade zones in China are a specific class of special economic zones; an area where goods may be landed, handled, manufactured and re-exported without intervention of the customs authority. China's first Free Trade Zone opened in Shanghai in 2013 and was seen as a milestone in doing business in China. It replaced the previous "low-cost land policy" of the more traditional industrial zones and is used to try and explore policies for modernizing Chinese businesses. The FTZ should be seen as a blueprint of further reform throughout China. Unlike other types of SEZs, free-trade zones can experiment with financial models and attract investment.

## Benefits of a Free Trade Zone

This section will provide a shortlist of concrete benefits why foreign entities should register in a FTZ. Even though not all benefits have proven to be significant, they are still listed:

- Choosing a virtual office instead of a real one;
- Procedures registering in a FTZ are much quicker and easier;
- Less – or no – (import/export) taxes;
- Easier conversion from RMB to foreign currencies;
- Special customs monitoring system:
- Detailed customs clearance is only needed in a later stage;
- Faster custom clearances of goods;
- No import tax when imported into the FTZ;
- Bonded warehouses;
- Broadening of investment horizons.

## Effectiveness?

Even though these free trade zones in China have the support of the Central Government, clear and long term results will have to be seen. Many (foreign) entities are already registered in the zones, but are not always experiencing clear effects and/or benefits. New regulations are under strict control of the government. A government steering a huge economy. The government is looking careful at the results of FTZ's and is slowly implementing new procedures and rules, both in the FTZ's as well as in Mainland China. We will see the real impact of these FTZ's in the decades to come.



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AND NAVIGATING YOUR WAY THROUGH

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1421 Consulting Group is specialized in supporting Western companies setting up and growing their business in China.

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SUITSUPPLY



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**WE  
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**WE  
SPEAK  
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To foster growth for Benelux companies, BenCham provides knowledge and updates on market changes and trends in the region.

With ample experience in Project Management, BenCham is your preferred partner when applying for tenders and executing the projects.

At BenCham, we have the know-how in different segments and industries, thanks to our large business network and contacts.

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 Benelux Chamber of Commerce in China  
500+ page likes Interactive & dynamic / events gallery

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HIGHLIGHT & ENGAGE



ASSISTANCE & SUPPORT



China changes constantly and you can quickly get behind the facts. Working professionals from all industries are looking for up-to-date practical knowledge to answer all kinds of questions on doing business in China.

BenCham provides a familiar and comfortable environment where common understanding, openness and mutual trust are in place.

NETWORK & EXPAND

With over 15 years of business experience, BenCham has built a strong business community in Beijing, Shanghai and other major cities, representing the Benelux companies and their interests.

BenCham  
Connecting

BenCham, the Benelux Chamber of Commerce in China  
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lux companies, BenCham  
 -to-date information about  
 dynamic Chinese market.

BENCHAM provides members with high quality con-  
 nections and shares knowledge and best practices to  
 help improve their business in China.

**Outside-In**

Tailor made and driven by the needs of members

**Quality**

What we do, we do well

**Inclusiveness**

All members; sharing, participating & fellowship

**Unity**

1 chamber, 3 countries



**MISSION & VALUES**



**CONNECT & INTERACT**

BenCham strives to strengthen business, government and community  
 ties between Benelux and Chinese organizations and individuals in  
 China. Be part of BenCham Beijing's member network to connect and  
 interact with our extensive network.



**EVENTS & ACTIVITIES**

The key purpose of BenCham China is to extend your business knowledge  
 and network. In order to do so, we organise a range of events and activities  
 throughout the year both for members and non-members.

BenCham Beijing organizes over 50 high-quality events a year. BenCham  
 highlights different event types, targeting different groups to reach as many  
 people as possible.

**Cham**  
 you with China



ce in China, we strive to build a strong  
 and the Pearl River Delta region, reprod-  
 d entrepreneurs' true potential.



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# SHAPE THE FUTURE OF AUDIO

## THE PATH TO THE FUTURE

In a world of constant change, leaders not only adapt but dare to go one step further: with revolutionary ideas and unconventional perspectives, they lay the path that others walk. This is as true of Sennheiser. Imagining the next generation of audio technology inspires our dedicated scientists and researchers. We push hard to turn innovative ideas into groundbreaking new products. The only thing we don't plan on changing is our recipe for success: intellectual curiosity, passion for the latest technology and an innovation culture.

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From the legendary HD 414 – the world's first open headphones – to the new HE 1 – the successor to the groundbreaking Orpheus – Sennheiser has always been relentless in the pursuit of perfect sound. Our game-changing innovations have won us countless awards; musicians, DJs, sound engineers and demanding listeners associate the Sennheiser brand with superior sound quality and pure listening pleasure. While ever higher levels of excellence are propelling Sennheiser into a position of leadership within the industry, shaping the future of audio cannot be locked up within the walls of our labs in Germany. Wherever you see the Sennheiser logo – in every studio, concert hall and blues bar – an artist is shaping the future.



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Featuring a ceiling-mounted microphone installation with automatic beam-forming technology, the TeamConnect Ceiling conferencing system combines the advantages of wireless and wire-bound solutions, requiring minimal support, in any conference room.

## THE FUTURE OF AUDIO:

# HE 1



With the unprecedented sound performance of the new HE 1, the successor to the legendary Orpheus, Sennheiser has reinforced its claim to leadership in the audio industry.

Materials of the highest imaginable quality, such as gold-vaporised ceramic transducers, vacuum tubes wrapped in high-quality quartz bulbs and 99.9% silver-plated copper cables, make the ultimate sound experience possible. But not only is the technology first class; the Carrara marble housing and the earpads made from leather and velour make the HE 1 a design gem.

The HE 1 covers an ultra-wide frequency range of between 8 Hz and 100 kHz, able to reproduce sounds low enough that only elephants are capable of hearing them, and so high that only bats can perceive them. Our dedication to precision engineering and technology breakthroughs means these headphones transform music from something you listen to into something you live in.

## A PIONEERING EXPERIENCE:

# AMBEO® 3D AUDIO TECHNOLOGY

With AMBEO®, Sennheiser is opening up a new dimension in sound technology. For decades, audio has been recorded and reproduced in stereo. Now, the time is ripe for the third dimension, enabling you to record, mix, process and listen to sound that embraces the listener like a virtual music room.

A whole palette of cutting-edge Sennheiser technology can put you in a nightclub or in the auditorium of a concert hall. When we talk about shaping the future, we're thinking in 3D. Be the first to join us in this audio revolution.



## Experience The Future of Audio

Sennheiser presents the ultimate sound experience in Beijing. Discover the very best and latest in audio technology in a private trial session: we will change the way you think about sound!

## Sennheiser Sound Studio

Daily from 10:30am to 8:30pm, from September 20, 2016.

Venue: The Peninsula Beijing, 2/F

Book your perfect sound discovery now: +86 134 2623 2810 / +86 173 0107 3080



# VANDERGEETEN

**C**reated by Michel Vandergeeten, a businessman from Antwerp, VANDERGEETEN Commerce & Trade (VDG) is now in the hands of a Chinese entrepreneur.

For over 15 years, Mr. Yu Xiaoning, former diplomat, has been controlling the import company founded in the early 1990s in Beijing.

Frequently travelling between Beijing, Shanghai and Waterloo - his homeport in Belgium - Mr. Yu, whose French bears almost no accent, is, from far, the first importer for European goods and drinks, with a mainly Belgian portfolio.

Almost 70% of VANDERGEETEN's revenue (roughly 25 million euros in 2015) earned through "made in BELGIUM" products such as chocolates, a huge selection of beers and confectionery.



"On top of its three major product lines, which are beer, chocolate and confectionery, VANDERGEETEN has recently added frozen products."

"Our original concept", explain Mr. Yu, "is to combine three professions in service to our clients: importation, distribution and some marketing strategies specially developed for the products that we represent."

With offices in Beijing (headquarters), Shanghai, Guangzhou and Shenzhen, and without forget to mention the sub-office trade in Nanjing, "we cover, with all of our 300 employees, the most attractive parts of the Chinese territory for the selling of our Belgian food and drinks", estimates Mr. Yu.







## TWO "SCHOOL-BAR"

"Since four years our school bar called De Refter is open in Shanghai and since last year we opened a new one in Beijing. The bars help to educate our Chinese customers to learn about the art of pouring Belgian beers with the appropriate glasses, the needed CO2 for a perfect foam, etc." explains Antoine Bolly.

To their three main type of products (beer, chocolates and confectionary), VADERGEETEN just added some frozen food, such as vegetables and some pre-prepared potatoes, "because we want offer our clients a one stop shopping service".



## ONLINE PLATFORM

The Chinese customers of VANDERGEETEN are very diverse, from European, American or Chinese malls, to bars, private clubs, luxurious hotels, convenient stores and to finish an e-commerce platform in a actual expansion!

"This last method of selling, with the logistic platform based entirely in Beijing, already handles 12% of the sales volume and about 20 permanent members of staff.", highlights Antoine Bolly, Marketing Manager at VANDERGEETEN.

One of the two Belgian people in Beijing for four years, is now bilingual in French and mandarin VANDERGEETEN 's "trademark" is to offer import, distribution and marketing for Belgian products.

VANDERGEETEN is definitely not out of ideas for conquering the huge Chinese market with some products brought in from back home.

Scan the QR code to learn more about VDG beer products.



Scan the QR code to learn more about VDG food products.

Contact person: Galand Loic  
loic@egdistriselecta.com  
Tel: 183-1070-7313

May  
6

LUXEMBOURG  
AMBASSADOR'S  
RESIDENCE,  
BEIJING,  
CHINA



LUXEMBOURG TRADE MISSION IN CHINA

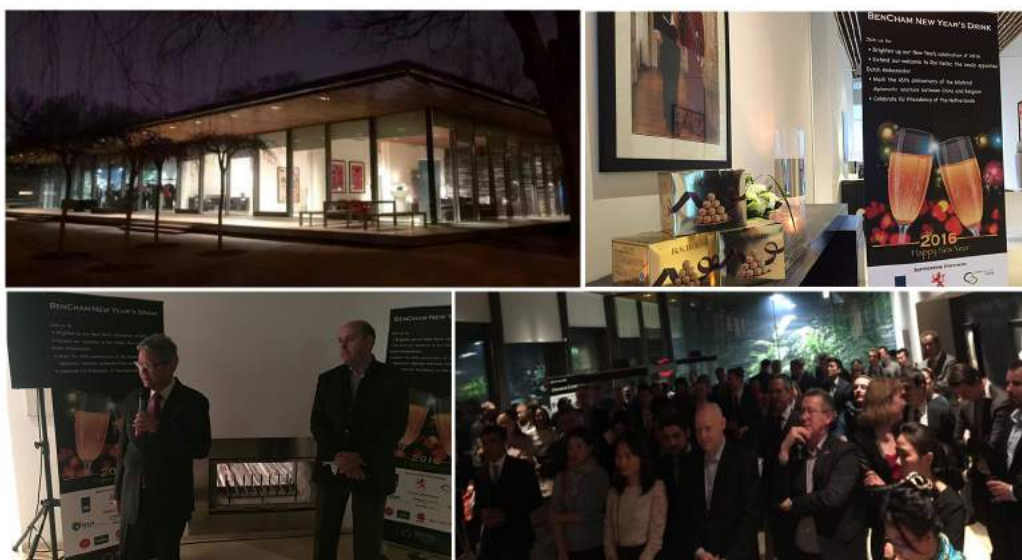
### Luxembourg Trade Mission in China

The delegation was headed by His Royal Highness the Crown Prince in presence of Her Royal Highness the Crown Princess and led by H.E. Mr. Étienne Schneider, Deputy Prime Minister and Minister of the Economy.

Economic seminars followed by tailor-made B2B matchmakings has been organised in the cities of Hong Kong, Shanghai and Beijing. The agency "Luxembourg for Tourism" has also organised promotional workshops. Companies participated as well in the celebration of the 10th anniversary of IEE in China. As one of the first and most successful Luxembourgish companies in China, IEE has always been a loyal member to BenCham.

Jan  
21

DUTCH  
AMBASSADOR'S  
RESIDENCE,  
BEIJING,  
CHINA



### BenCham's New Year's Drinks 2016

The Benelux Chamber of Commerce in Beijing would like to thank Mr. Ron Keller, the newly appointed Dutch Ambassador, to host BenCham's 2016 New Year's Drink at his Residence. We would also like to thank the Luxembourg and Belgium Embassy for their support, as well as AWEX, FIT and BIE for their representation. Together with the Benelux Community, we kicked off the New Year successfully together.



BenCham Summer BBQ

June 4, 2016

Jun  
4

LUXEMBOURG  
AMBASSADOR'S  
RESIDENCE,  
BEIJING,  
CHINA

### BenCham Summer BBQ 2016

The BenCham signature Summer BBQ was held this year at the residence of the Luxembourg Ambassador. The event turned out to be a great success with good bbq, Belgian beers, a very unique performance and a lot of fun activities.

We would also like to give our thanks to the Luxembourg Ambassador, Mr. Paul Steinmetz, for opening his doors to us, the Sofitel for the BBQ and our main sponsors - Vandergeeten, Sennheiser and Qatar Airways - for making this event possible.

Like us on Facebook (Benelux Chamber of Commerce in China) where you can find all the pictures of the event.



DUTCH KING'S DAY RECEPTION  
KEMPINSKI HOTEL, BEIJING  
APRIL 28, 2016

Apr  
28

KEMPINSKI  
HOTEL,  
BEIJING,  
CHINA

### Dutch King's Day Reception

On 28 April, the Dutch King's Day Reception was held at the Kempinski Hotel in Beijing. During the Reception organised by the Embassy of the Kingdom of the Netherlands in China, more than 1,000 Dutch and Chinese guests celebrated the grand and festive event.

BenCham was glad to have the opportunity to participate in the reception and to have organised a booth to present the business platform for promoting Dutch and Benelux business in China.

April  
14

SWISSOTEL,  
BEIJING,  
CHINA



HIGHLIGHTS, INTERCHAMBER SEMINAR: CHINA'S HEALTHCARE SYSTEM  
APRIL 14, 2016 | SWISSOTEL BEIJING

### Inter-Chamber Seminar: China's Healthcare System

On April 14, BenCham in collaboration with SwissCham welcomed guests from both Swiss and the Benelux communities at our InterChamer Seminar: China's Healthcare System.

During the seminar, our guests learnt more about the hybridization of the health system, the biggest sales in the pharmaceutical industry, and got a global view on the fast-growing healthcare market.

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For Beijing region, you may also contact Jeffrey Zhao directly for any question.  
([jeffrey.yf.zhao@dlh.de](mailto:jeffrey.yf.zhao@dlh.de))

 Lufthansa



## AGM 2016

May  
12

TRB COPPER,  
BEIJING,  
CHINA

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### BenCham Annual General Meeting 2016

This year's BenCham Beijing AGM was held on May 12th at TRB Copper. During the AGM, notes of the Board and meeting minutes of AGM 2015 were discussed in the beginning, followed by the presentation of activities and events, membership status and financial report of the past year.

The existing Board of Directors and Treasurer was discharged before the election of the Board of Directors of 2016 - 2017 took place. BenCham is pleased to announce five new Board members elected, namely Ms. Monique Groeneveld, Ms. Annemarieke Kostense, Ms. Anne Hak, Mr. Bob Scheuer and Mr. Ferry Rebergen. Congratulations to the new Board Members! Our sincere appreciation also goes to the other Board Members for their continuing support to the BenCham.

Strategy of the year 2016 - 2017 as well as activities and events planned were presented after the election.



Mar  
16

RESIDENCE OF  
LUXEMBOURG  
AMBASSADOR  
BEIJING, CHINA

### Ambassador's Coffee - Luxembourg Edition

During the first edition of the Ambassador's Coffee, held at the Residence of the Luxembourg, Ambassador Paul Steinmetz gave a casual talk about the relationship between Luxembourg and China and the challenges they are currently facing. On the other side, executives talked about their respective industry and their future expectations under the backdrop of China's slowing down economy. BenCham believes it establishes a common knowledge pool that enhances successful business and cooperation within our network.

Jun  
28

WINDOOR CITY  
HEBEI,  
CHINA



### Visit to China Windoor City

Upon the invitation of China International Windoor City and Orient Sundar Group, BenCham Beijing paid a visit on June 28th to the largest window, door and curtain wall exhibition & trade centre in Asia Pacific Region, located in the centre of the Beijing-Tianjin-Hebei economic zone.

The visit was received by Mr. Ni Haiqiong (C), President of Orient Sundar Group and China International Windoor City. Mr. Peter Pronk, Interim GM BenCham Beijing went on BenCham's behalf together with Liam Jazcii, MarCom Manager and Brecht Timmermans, the Assistant GM.

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# BENCHAM BUSINESS DIRECTORY 2016 - 2017



BenCham Beijing  
**Business Directory**  
2016-2017

  
BENCHAM  
BENELUX CHAMBER  
OF COMMERCE  
IN CHINA  
[www.bencham.org](http://www.bencham.org)

**ArcelorMittal China**



With annual achievable production capacity of approximately 114 million tonnes of crude steel, and some 210,000 employees across 60 countries, ArcelorMittal is the world's leading steel and mining company. With an industrial presence in 19 countries, ArcelorMittal is the leader in all major global steel markets including automotive, construction, household appliances and packaging, with leading research and development and technology, sizeable captive supplies of raw materials, and outstanding distribution networks. Their core philosophy is to produce safe, sustainable steel. In so doing, ArcelorMittal's top priority is safety and their goal is to be the world's safest steel and mining company.

**Company Contact Details:**  
Room 1702, Tower A, Beijing Venture Centre, No.6 Chaoyang Street, China  
[www.arcelormittal.com](http://www.arcelormittal.com)

**Barco Visual (Beijing) Electronics Co., Ltd.**



Barco, a global technology company, designs and develops networked visualization products for the Entertainment, Enterprise and Healthcare markets. Barco has its own facilities for Sales & Marketing, Customer Support, R&D and Manufacturing in Europe, North America and APAC. Barco (NYSE Euronext Brussels: BAR) is active in more than 90 countries with 3,300 employees worldwide. Barco posted sales of 1.029 billion euro in 2015.

**Company Contact Details:**  
Press, Koningsplein 35 Herrijck, West Vlaanderen 8500 Belgium  
[www.barco.com](http://www.barco.com)

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**BENCHAM**  
BENELUX CHAMBER  
OF COMMERCE  
IN CHINA



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Chapter PRD**

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ADVICE CENTRE



TRAINING CENTRE



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PLATFORM



HOT-DESKS  
& MEETING ROOMS

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or call our Beijing office at 010-85275300



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## EU SME Seminar Series 2016

BenCham, as one of the six Managing Partners of the EU SME Centre, works together with the Centre providing Small & Medium-Sized Enterprises (SMEs) with practical hands-on information and knowledge to successfully operate their business in China.



EDITION:  
**Sports Marketing**

SPEAKERS:  
Anne-Laure Maddy  
EU SME Centre

Jun  
17

Mark Dreyer  
Cheung Kong Graduate  
School of Business

VENUE:  
Luxembourg Embassy  
Beijing, China

### About the Topic:

Sports market in China just takes off. New business opportunities are emerging as the middle class and urban population continue to grow.

Will that open up a new market for your brand?

During the seminar, China's sports policy, consumer trends and new business opportunities have been discussed. We will also share case studies on how European small businesses have been marketing their sports brands to attract Chinese consumers.



EDITION:  
**Food & Beverage**

SPEAKERS:  
Rafael Jimenez  
EU SME Centre

May  
13

Daniel Padraza  
Eibens Consulting

VENUE:  
Luxembourg Embassy  
Beijing, China

### Key Points:

F&B and E-commerce - "the perfect couple".

Commercial options - cross-border vs china establishment and the co-operative solution in between for foreign companies.

The impact of the New Food Safety law in the e-commerce business.

Changes on Free Trade Zones and Cross-border E-commerce.

Changes on taxes and the new "positive list".

Case studies and practical examples will be given.

# Belgian-Chinese Chamber of Commerce

## Assisting you in your Chinese and Belgian Adventure

The Belgian-Chinese Chamber of Commerce or BCECC is the leading Belgian business association for companies engaged in doing business in or with China. It is a non-profit organization established in the 1980s following China's open-door policy and is located in Brussels, the heart of Europe.

Since 2004, BCECC has been granted the status of Accredited Chamber of the Federation of Belgian Chambers of Commerce and the Chamber of Commerce of Grand Duchy of Luxembourg.

### Mission:

BCECC's objectives are to promote commercial, industrial, scientific and financial co-operation between Belgium and the People's Republic of China; to enhance information exchange; to develop contacts between Belgian and Chinese enterprises, and between Belgian and Chinese trade and economy related government official institutions.

### Events and activities:

- Match-making meetings with Chinese economic & official delegations coming to Belgium;
- Seminars and information sessions ranging from customs issues, Intellectual Property Rights problems, recent economic developments to long-term visa for Chinese in Belgium;
- Intensive one-day workshops focusing on cross-cultural management in Belgium & China;
- Company visits to our member companies;
- Workshops in China for Chinese businessmen to attract investments in Belgium;
- Conferences on EU-China relations and dialogues;
- Lunches with high-level Belgian, Chinese or European officials.
- Assisting member companies to expand their business to Chengdu, Sichuan province, by arranging meetings with potential business partners and relevant local officials, organizing B2B, dealing with business registration, etc.



BELGIAN-CHINESE CHAMBER OF COMMERCE  
比中经贸委员会

### Belgian-Chinese Chamber of Commerce (BCECC)

Phone: +32.2.345.25.54

Fax: +32.2.649.04.39

E-mail: [info@bcecc.be](mailto:info@bcecc.be)

Address: Avenue Louise 279 Louizalaan B287.2 1050 Brussels

For more information please visit BCECC website: [www.bcecc.be](http://www.bcecc.be)



## AN IMPERIAL REBIRTH

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BEIJING

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[Sennheiser.com/PXC550Wireless](https://www.sennheiser.com/PXC550Wireless)

