

AUGUST 2011

Enterprise

MANAGEMENT,
STRATEGY AND
LIFE IN CHINA

CHINA

INTERVIEW

Thibault Willet, CEO
and co-founder of
Glamour Sales

FEATURE

Sports companies
hope to hit a
home run

LIFE

Affordable art
for China's mass
market



Imagine nation

Can Chinese companies unleash a
new era of innovation?

Ines Brunn

Founder, Nantoko

After starting a fixed-gear bicycle club in 2007, Brunn has watched her group grow from two to more than 300 riders. From this group, the Nantoko fixed-gear bike shop was born.

"In Germany, I participated in this sport called artistic cycling, which uses a fixed-gear bike. I started 23 years ago and for 12 years I was on the German national team. My passion was always bikes and so I helped start this fixed-gear bike group in Beijing. The problem was that there was nowhere to buy parts for the fixed-gear bikes we were using, so a friend suggested I open a shop. Riding a fixed-gear bike over a long distance can feel very meditative. You have your own cadence and it puts you into a peaceful state. When we first opened Nantoko, Chinese customers didn't really understand that it's a bike shop since you don't see bikes when you walk in. You see frames and rims for fixed-gears, and the whole idea is to be able to choose all of your bike's parts. Fixed-gear bikes still aren't that well-known in China, but when people come here and try it, they are really amazed."

