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German Chamber

03 | 2013

June - July

Business Journal of the German Chamber of Commerce in China

www.china.ahk.de



URBANISATION

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... or not?

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WÜRTH

ECOVIS Beijing and Springer Gabler Cooperate in Publishing Book on Business in China

ECOVIS Beijing and Springer Gabler (Springer Science and Business Media), both members of the German Chamber of Commerce in Beijing, recently signed a contract to publish a book on how to do business in China. Being one of the most experienced FDI, tax and legal consulting companies in Beijing and China, ECOVIS Beijing decided to work with Gabler, a major publisher in Germany well known for its business book program. The book is meant to be a guideline for those who want to do business in China or desire to improve their overall performance in their China business. The publication will cover topics like possible ways to set up companies in China, taxes in China, accounting, and HR issues, among others. It is scheduled to be published in the second half of this year.

Ines (Beijing) Bike Company Limited and c2g-engineering GmbH Sign Exclusive Contract

Ines (Beijing) Bike Company Limited has just signed a contract with c2g-engineering GmbH (Berlin) to be their exclusive distributor for China. c2g-engineering is the company behind the Schindelhauer bikes

which target higher income urban dwellers. The German owner of Ines Bike Company, Ines Brunn, is very happy about this new partnership with Schindelhauer, as both companies have a strong motivation to promote cycling in urban environments for a greener and healthier lifestyle. For many years, Ines Brunn has been inspiring people in Beijing to use bicycles for short distances and commute in the city centre to reduce traffic congestion and improve the air quality. The number of people using bicycles in Beijing has been increasing since 2011. This company partnership will help target higher income residents with these stylish bicycles and hopefully get more mid and top level managers cycling.

**Realising Product Localisation and Changing Made-in-China into Created-in-China**

On April 18th 2013, at the largest Asia mechanical drive manufacture base of Siemens, Siemens Mechanical Drive Systems (Tianjin) Co., Ltd. (hereinafter called SMDS) held a foundation laying ceremony for the first mechanical drive R&D centre in China. Mr. Joachim Heussmann, GM of SMDS, said that the establishment of the R&D centre would help SMDS transfer the practice of only manufacturing products innovated by Germany HQ to the pattern of developing applicable products locally, converting "made in China" into "created in China", and increase the overall R&D capacity of advanced mechanical drive in China. Located in the area of SMDS, the new R&D centre covers 43000m². When it begins operation in 2014, SMDS will make patented and independently developed mechanical drive products that meet the demands of local customers and overseas markets.