

Celebrating CBI Member Success in China

CBI Beijing • September 2015



Executive summary

(*Access full sector-specific updates: [architecture and design \(1\)](#), [automotive \(1\)](#), [aviation \(3\)](#), [banking and financial services \(1\)](#), [beverage \(2\)](#), [education \(4\)](#), [energy \(1\)](#), [film \(1\)](#), [flight services \(2\)](#), [infrastructure \(1\)](#), [legal \(3\)](#), [media \(1\)](#), [professional services \(3\)](#), and [real estate \(1\)](#))

- **Airbus** announced that the 50th A330 to be operated by Air China, which is also China's first A330-300 with the increased 242 tonne maximum take-off-weight capability, had successfully completed its maiden flight in Toulouse, France. (September) Read more [here](#).
- **Baker & McKenzie** and FenXun Partners advised Osram on its agreement to sell its 13.5% stake in Foshan Electrical and Lighting Co. Ltd. to a subsidiary of Chinese state-owned Guangdong Rising Assets Management Co. Ltd. for more than €350 million. (September) Read more [here](#).
- **Benoy** announced its appointment to the new China International Travel Service (CITS) Sanya Eyot scheme being developed in Haitang Bay, marking the firm's first mixed-use Masterplan and Architecture commission on China's famous island and southernmost province, Hainan. (September) Read more [here](#).
- **Bentley Motors** announced that Bentley Motors China will finance 500 under-privileged high school students to complete their education by establishing 10 Bentley Scholar Classes from 2015 to 2017. (September) Read more [here](#).



INVESTOR IN PEOPLE

Guy Dru Drury – Chief Representative – Beijing Office
DL: 00 86 10 85253100 **DF:** 00 86 10 85253116 **E:** guydd@cbi.org.uk

10068, 10F, China Life Tower, 16 Chaoyangmenwai Ave.
 Beijing 100020 CHINA
www.cbi.org.uk

Director-General: John Cridland President: Sir Mike Rake

- **Boeing** released its 2015 Boeing Pilot & Technician Outlook, reporting that over the next 20 years the Asia-Pacific region will have the greatest demand for commercial airline pilots and maintenance technicians worldwide, with approximately 40% of the global need—more than North America, Africa, and Europe combined. (September) Read more [here](#).
- **BP** and Ningxia Baota Chemical Fibre Co. Ltd. (a majority-owned subsidiary of Baota Petrochemical Group) signed an agreement to licence BP's latest generation purified terephthalic acid technology, the third such deal agreed by BP. (September) Read more [here](#).
- **British Airways** launched its revitalised On Business loyalty scheme, which will help China's small and medium-sized businesses make even more of their travel budget. (September) Read more [here](#).
- **The British Film Institute (BFI)** announced the launch of the programme for the 59th BFI London Film Festival, which will be held on 07-18 October 2015. (September) Read more [here](#).
- **Deloitte** signed a strategic cooperation memorandum with the Shandong provincial government. (September) Read more [here](#).
- **Diageo** announced that Johnnie Walker, the number one Scotch whisky in the world, had launched its largest ever global marketing campaign, which will feature stars from the worlds of sport and entertainment, such as Chinese actress Zhao Wei. (September) Read more [here](#).
- **EY** released its report 'Navigating the Belt and Road: financial sector paves the way for infrastructure', which raises the fact that with the roll-out of the 'One Belt, One Road' initiative and the implementation of a series of reform measures, Chinese enterprises' outbound investments, led by infrastructure construction, continued its strong momentum in the first half of 2015. (September) Read more [here](#).
- **Heathrow Airport Limited** released its traffic and business commentary for August 2015, reporting that cargo volumes were up 8.6% to China. (September) Read more [here](#).
- **Imperial College London's** President, Alice Gast, led a delegation to China to promote education, research, and innovation ties. (September) Read more [here](#).
- **Jones Lang LaSalle** announced that JLL Beijing's 2015 gala dinner, 'Connecting China, Connecting the World', was held at the China World Summit Wing in Beijing on 10 September, with nearly 300 clients and JLL representatives. (September) Read more [here](#).
- **Linklaters** announced that it is advising the joint underwriters, BOC International, DBS, and Nomura, on the HK\$3.71 billion rights issue launched by Chong Hing Bank. (August) Read more [here](#).
- **PwC** launched its campus recruitment campaign for the 2016 graduate intake with career talks now underway in campuses in mainland China and Hong Kong. (September) Read more [here](#).
- **Rolls-Royce** signed the first wide body agreement for its new TotalCare Flex service, with Cathay Pacific, to support Trent 800 engines for 17 Boeing 777 aircraft. (September) Read more [here](#).
- **Shell** announced that Shell Bitumen had completed the resurfacing of Lanzhou's airport expressway, connecting Lanzhou Zhongchuan Airport to the city centre, almost 70 kilometres away. (August) Read more [here](#).
- **Simmons & Simmons** is celebrating its 20th anniversary in China this year. (September) Read more [here](#).
- **Standard Chartered** and Manulife entered into a 15-year distribution partnership providing Manulife with the exclusive right to offer its Mandatory Provident Fund product to Standard Chartered's customers in Hong Kong. (September) Read more [here](#).
- **Starbucks Coffee Company** Chairman and Chief Executive Officer, Howard Schultz, shared his gratitude for the welcoming reception that China has extended to Starbucks over the past two decades with Chinese President Xi Jinping at the Seattle Welcome Dinner. (September) Read more [here](#).
- **UBM** announced that the 17th China International Optoelectronic Exposition (CIOE 2015) was held

from 31 August through 03 September in Shenzhen. (September) Read more [here](#).

- **The University of Birmingham** announced that a public health programme hoping to develop health knowledge and healthy lifestyles among Chinese children for the purpose of promoting healthy nutritional and weight status was officially launched in Guangzhou. (September) Read more [here](#).
- **The University of Nottingham** is joining forces with the Ningbo Government to establish the Nottingham-Ningbo New Materials Research Institute, a deal valued at £6m over five years. (September) Read more [here](#).
- **The University of Sheffield** announced that the University's Great Ambassadors (China) Scheme had launched the Platinum Club project, where 10 SMEs in the city, which already have plans to trade in China, will be offered support to recruit a graduate who will be able to help them get ready for a trade visit to Beijing in March 2016. (September) Read more [here](#).

Architecture and design

CBI member [Benoy](#) announced its appointment to the new China International Travel Service (CITS)



Sanya Eyot scheme being developed in Haitang Bay. This is Benoy's first mixed-use Masterplan and Architecture commission on China's famous island and southernmost province, Hainan. The CITS Sanya Eyot development is located in the new resort area of Haitang Bay in Sanya. Rising as a high-end tourism destination, the area attracts visitors from around the world as a result of its world-class yachting community, international luxury hotel cluster, and unspoiled natural assets. The

scheme will introduce a 32,000 square metre mixed-use, retail-led destination, which will be differentiated from the traditional retail projects currently in Haitang Bay. Benoy's masterplan has prescribed strategies for celebrating the island landscape, placemaking, and multi-layered environments, to establish a point of difference for this high-profile future scheme. Benoy's design will feature a combination of indoor and outdoor spaces, which will host a multitude of activities including art, water shows, cultural performances, recreational attractions, wellness programs, children's zones, and possibly a wedding chapel. Taking inspiration from Sanya's local fauna, the Egretta Garzetta formed the concept behind the architecture of the development; the sweeping architectural lines mimic the graceful movement of the birds. The architecture also prioritises human-scale within the development with a number of small-scale blocks and pavilions designed along the waterfront edge. The collection of forms and differing façade treatments complement the faceted landscape and will add interest and variety to the visitor experience. The CITS Sanya Eyot scheme will commence construction in early 2016 and is due for completion at the end of 2018. Read more [here](#).

Automotive

CBI member [Bentley Motors](#) announced that Bentley Motors China will finance 500 under-privileged high



school students to complete their education by establishing 10 Bentley Scholar Classes from 2015 to 2017. For students who continue their studies through university, Bentley will provide a further four years of education and living expenses covering university education from 2018 to 2021. The first student recipients come from the 10 most poverty-stricken counties in Anhui, Sichuan, Hebei, and Yunnan provinces. At the Bentley Scholar Class opening ceremony, Ricky Tan, Managing Director of Bentley Motors China, passionately urged every student to go all out in

the pursuit of their dreams. Mr. Tan said, “Cultivation of morals and the determination to be an outstanding person are important areas for young students’ focus. Bentley Motors China is willing to help all aspiring students of good character and fine scholarship to achieve their life dreams.” Meanwhile, Bentley Motors China and the China Foundation for Poverty Alleviation (CFPA) have commenced a strategic partnership by announcing the establishment of the ‘Bentley Fund’. Bentley Motors China will work together with their customers to jointly contribute to China’s education cause. The ‘Bentley Village Education Programme’ also addresses the need for transitional support. In order to help students achieve better social integration and complete the rapid post-graduation transition from school to the workplace, Bentley Motors China will offer internship opportunities at Volkswagen Group China for outstanding students. This experience at an international automotive company will be a valuable asset for new graduates, helping them successfully take the first step in the establishment of lifelong careers.

Aviation

CBI member [Airbus](#) announced that the 50th A330 to be operated by Air China, which is also China’s first A330-300 with the increased 242 tonne maximum take-off-weight (MTOW) capability, had successfully completed its maiden flight in Toulouse, France. Displaying a special livery to celebrate the “50th A330 for Air China”, the aircraft will be delivered to the Chinese carrier in September. Air China is the flag carrier of China, one of the world’s most dynamic aviation markets. Air China introduced its first A330 in 2006 and since then has become Air China’s benchmark widebody aircraft, supporting its tremendous growth both on domestic and international routes. Air China operates a fleet of 169 Airbus aircraft, comprising 120 A320 Family and 49 A330 Family aircraft. Read more [here](#).

CBI member [Boeing](#) released its 2015 Boeing Pilot & Technician Outlook, reporting that over the next 20 years the Asia-Pacific region will have the greatest demand for commercial airline pilots and maintenance technicians worldwide, with approximately 40% of the global need—more than North America, Africa, and Europe combined. The Outlook, an industry forecast of aviation personnel demand, anticipates 226,000 new commercial airline pilots and 238,000 new technicians in the Asia-Pacific region through 2034. Leading the region in projected demand for new pilots and technicians, China will need an estimated 100,000 pilots and 106,000 technicians, while Southeast Asia will need an estimated 57,000 pilots and 60,000 technicians. Read more [here](#).

CBI member [Rolls-Royce](#) signed the first wide body agreement for its new TotalCare Flex service, with Cathay Pacific, to support Trent 800 engines for 17 Boeing 777 aircraft. The agreement marks a new milestone for TotalCare Flex, designed for owners and operators of mature engines, and is the first to be signed with an airline that is an aircraft owner and operator. The new service builds on the enormous success of Rolls-Royce TotalCare, where the needs of the aircraft owner and engine manufacturer are fully aligned with the shared goal of maximising engine time on wing. Read more [here](#).

Banking and financial services

CBI member [Standard Chartered](#) and Manulife entered into a 15-year distribution partnership providing

Manulife with the exclusive right to offer its Mandatory Provident Fund (MPF) product to Standard Chartered's customers in Hong Kong. As part of the arrangement, Manulife will acquire Standard Chartered's existing MPF and Occupational Retirement Schemes Ordinance businesses and the related management entity. The partnership further enhances Standard Chartered's wealth offering and the bank's position as a leading distributor of wealth management products in Hong Kong. It will provide Standard Chartered's individual and business customers in Hong Kong with greater investment choice, access to market leading technology platforms, and high-quality customer service. This arrangement significantly expands Manulife's pension business in Hong Kong and strengthens its position as the #2 MPF provider as measured by assets under management and the #1 MPF provider as measured by net cash flows. Read more [here](#).

Beverage

CBI member [Diageo](#) announced that Johnnie Walker, the number one Scotch whisky in the world, had launched its largest ever global marketing campaign. The campaign will activate simultaneously in more than 50 countries and will reach nearly 270 million consumers around the world within the first weeks of launch. 'Joy Will Take You Further' is an evolution of the brand's famous 'Keep Walking' campaign and represents a new perspective on personal progress, which has defined the brand's philosophy for more than 15 years and helped Johnnie Walker become the most valuable spirits brand in the world. Based on new insights into how success is viewed by consumers today, it brings to life the concept that joy can be a catalyst to the progress they seek and aims to generate a positive culture shift by promoting and encouraging the idea that finding joy in the journey is part of the recipe for success. The campaign features stars from the worlds of sport and entertainment, such as Formula One World Champion and McLaren Honda driver Jenson Button, Oscar-nominated actor Jude Law, Chinese actress Zhao Wei, U.S. rock band OK Go, and Mexican supermodel Montserrat Oliver, alongside a cast of extraordinary achievers who share the brand's view of how happiness in life is a fuel for success. Read more [here](#).

CBI member [Starbucks Coffee Company's](#) Chairman and Chief Executive Officer, Howard Schultz, shared his gratitude for the welcoming reception that China has extended to Starbucks over the past two decades with Chinese President Xi Jinping at the Seattle Welcome Dinner. Read more [here](#).



Education

CBI member [Imperial College London's](#) President, Alice Gast, led a delegation to China to promote education, research, and innovation ties. Imperial College London is the U.K.'s number one academic research partner with China. Its Chinese collaborators include Huawei, CSR, Tsinghua University, and Zhejiang University. These partnerships include cutting-edge research in fields including nanotechnology, bioengineering, computing, data science, advanced materials, offshore energy, environmental engineering, and public health. At the World Economic Forum in Dalian on 10 September, Professor Gast spoke about how the public and private sectors can successfully collaborate to boost innovation, research, and development, while colleagues working in the emerging field of synthetic biology presented their latest research findings and how they could be put to industrial benefit. Imperial has more than 2,000 Chinese students—the largest nationality apart from Britons. Applications from Chinese students are at an all-time high. Read more [here](#).

CBI member [The University of Birmingham](#) announced that a public health programme hoping to develop health knowledge and healthy lifestyles among Chinese children for the purpose of promoting healthy nutritional and weight status was officially launched in Guangzhou. Devised and led by academics at the University of Birmingham (U.K.) and in collaboration with the Guangzhou Centre of Disease Prevention and Control, the programme, CHinese pRimary school children PhYsical activity and DietaRy behaviour change InterventiON (CHIRPY DRAGON), aims to engage with children, as well as their parents, grandparents, and school teachers to promote a healthier diet and more active lifestyle among its young. The trial involves over 61,000 children at 43 primary schools across Guangzhou and also hopes to improve the nutritional quality and taste of school meals, as well as physical activity provision on campus. Professor Sir David Eastwood, Vice-Chancellor at the University of Birmingham, said, "The University of Birmingham is at the forefront of world-class research to help promote the benefits of healthy living, and we continue to work with our partners in China to encourage active lifestyles underpinned by a balanced and varied diet." Matthew Rous, British Consul-General in Guangzhou, said, "I am delighted that this innovative programme will enable Chinese children and their families to share in the U.K.'s experience of tackling inactivity and related poor health in young people. These first world problems need first rate solutions. Together, the U.K. and south China can be stronger in tackling the issues. Good luck, CHIRPY DRAGON!" Read more [here](#).

CBI member [The University of Nottingham](#) is joining forces with the Ningbo Government to establish the Nottingham-Ningbo New Materials Research Institute, a deal valued at £6m over five years. The announcement of the University's collaboration coincided with a visit by the Minister for Small Business, Industry and Enterprise, the Rt. Hon Anna Soubry MP, to the University of Nottingham Ningbo China (UNNC) in September, where she met some of UNNC's most enterprising young graduates who are setting up their own start-up businesses in China. During her trip, Ms. Soubry also announced a £1m joint Low-Carbon Research Centre between the University and the Shanghai Advanced Research Institute. Business Minister Anna Soubry said, "Higher education is one of the U.K.'s most important exports to China and the University of Nottingham is at the forefront of this drive. It is doing fantastic work to build strong partnerships with Chinese institutions and provide thousands of local students with world-class British degrees. This new £6million materials research institute will boost collaboration even more and pave the way for new business opportunities." As part of the University's ongoing relationship with the city in

Zhejiang province, the aim of the Institute is to create five international research teams, and, in the longer-term, to commercialise the research in order to promote the rapid development of the new materials industry in Ningbo. The world-leading research taking place will look at composite materials and engineering, including soil mechanics, particle materials and technologies, sustainable materials and advanced manufacturing technology, new energy materials and technology, and advanced materials and technology. The Institute will also be home to new businesses in these sectors that will be supported by the Ningbo National Hi-tech Industrial Development Zone and Ningbo Municipal Science and Technology Bureau.

CBI member [The University of Sheffield](#) announced that the University's Great Ambassadors (China) Scheme had launched the Platinum Club project, where 10 SMEs in the city, which already have plans to trade in China, will be offered support to recruit a graduate who will be able to help them get ready for a trade visit to Beijing in March 2016. The initiative is part of the Sheffield in China project, a collaboration between the University of Sheffield, the Sheffield City Council, and Sheffield Hallam University to promote the Sheffield brand to enhance trade links with China. Read more [here](#).

Energy

CBI member [BP](#) and Ningxia Baota Chemical Fibre Co. Ltd. (a majority-owned subsidiary of Baota Petrochemical Group) signed an agreement to licence BP's latest generation purified terephthalic acid (PTA) technology, the third such deal agreed by BP. Ningxia Baota intends to build a 1.2 million tonnes per annum (tpa) unit at the Ningxia Ningdong Energy and Chemical Zone in the Ningxia Hui Autonomous Region to produce PTA, the primary feedstock for polyesters used in the textile and packaging industry. Baota expects the PTA plant to come on stream in 2018. Rita Griffin, Chief Operating Officer of BP's Global Petrochemicals Business, said, "This is the first third-party PTA licence for BP in China since our recent decision to licence the use of our market-leading technology. Baota is a renowned petrochemical company in China, and I'm proud that they've chosen BP's advantaged technology. We have now licensed this latest PTA technology in India, Oman, and China—three significant growth markets—and have our own world-scale plant running at Zhuhai in Guangdong, China. We see great potential long-term in the polyester supply chain." Dan Leonardi, BP's Vice President for Technology and Licencing, Petrochemicals, said, "Our PTA technology has significantly lower capital and operating costs relative to conventional PTA plants. The technology is substantially more energy efficient, uses less water, and produces less solid waste. We continue to invest heavily in our proprietary technology to maintain BP's PTA technology as the global leader and as the technology of choice for the future. Innovations are constantly being developed and these will be available to our licencees including Baota." Read more [here](#).

Film

CBI member [The British Film Institute \(BFI\)](#) announced the launch of the programme for the 59th BFI London Film Festival, which will be held on 07-18 October 2015. BFI London Film Festival is Britain's leading film event and one of the world's oldest film festivals. As one of the key China-related events, internationally-acclaimed Chinese director Jia Zhangke and the Academy and BAFTA award-winning Walter Salles will partner in a Screen Talk dedicated to discussing Salles' documentary JIA ZHANGKE: A

GUY FROM FENYANG and their respective approaches to filmmaking. Both established filmmakers, the documentary is a tribute from one artist to the other as well as a revealing look at Jia's life and work, offering audiences a rare insight into the creative mind. The Screen Talk will be held on Thursday, 08 October. Read more [here](#).

Flight services

CBI member [British Airways](#) launched its revitalised On Business loyalty scheme, which will help China's



small and medium-sized businesses (SMBs) make even more of their travel budget. The new offering brings together the business loyalty programmes of British Airways, Iberia, and American Airlines, allowing customers to collect and spend on all three under one scheme. The improved On Business programme, which already saves customers £30 million a year on flights, now rewards points based on spend rather than distance travelled or number of flights. Other new benefits to the popular

platform include: cash discounts on selected flights, a Three Tier ranking system to boost earning power, handpicked offers and bonuses for members, and a new, easy way to use the online account management tool. The new On Business scheme has also been made more flexible so members who want immediate savings can even choose an upfront discount on flights if that works better for their company than collecting points. A Three Tier system is being introduced which relates to the amount customers spend on travel each year. As users progress through the Tiers, they save more to spend on reward flights and upgrades. As part of the changes, On Business has launched a brand new website, which will make it even easier for members to maximise their earning potential and spend their points effectively. It will also give access to custom reporting as well as a clear view of who is earning where and when to help make further savings. Richard Tams, British Airways' Executive Vice President, China, said, "Our research told us members wanted a programme which was simple to understand, helped them manage their travel costs, and recognised them for all of their spend with us. The changes we've made do exactly this. A simple way of earning points based on spend, a simple way of delivering immediate savings through discounts, and tiers to reward loyalty. Therefore it will better meet the flying needs of this dynamic and growing sector in China." A growing number of SMEs in the U.K. are leveraging the burgeoning Chinese economy to develop their businesses. Khunu, a lifestyle clothing brand co-founded by British businessman Julian Wilson, was inspired after a trip staying with yak herders in the Tibetan plateau with friend and future business partner Aaron Pattillo. The company is a current On Business member, and sources its wool from western China and has a network of suppliers in the country. Julian Wilson co-founder of Khunu said, "Travel is the inspiration of our business. Through my trips to western China, I developed the idea for Khunu, and travel to those regions has been a

necessary part of the company's ongoing development. This is where our products begin their journey and our face-to-face meetings with suppliers in China are imperative. With the On Business programme from British Airways managing our travel and getting the most out of our travel budgets is simple.”

CBI member [Heathrow Airport Limited](#) released its traffic and business commentary for August 2015, reporting that cargo volumes were up 8.6% to China. Read more [here](#).

Infrastructure

CBI member [Shell](#) announced that Shell Bitumen had completed the resurfacing of Lanzhou's airport expressway, connecting Lanzhou Zhongchuan Airport to the city centre, almost 70 kilometres away. The newly built expressway was formally launched in July 2015, after a successful on-site inspection in June by a 100-member contingent from the Gansu Expressway Bureau, led by the Deputy Director of the Gansu Communications Department, as well as road bureau directors from 14 cities in Gansu province and engineering experts. This project is part of China's US\$79.8 billion infrastructure plan for Gansu province to facilitate trade and people exchanges between China and Central Asia, as part of the 'One Belt, One Road' initiative launched in 2013. The initiative will see the demand for high-quality bitumen rise, needed to pave the thousands of kilometres of highways and high-speed rail links. The total transport infrastructure investment in the initiative is estimated to hit \$5 trillion in the next five years, equivalent to 2.5 times the market size in China. Shell is one of largest international bitumen suppliers in China, and is the only IOC with a dedicated bitumen technical service team in the country. Shell imports most of its bitumen supply for China from its own plant in Pulau Bukom, Singapore, to provide Chinese customers with consistent high quality. Beyond just providing high-quality bitumen, Shell also operates one of its three bitumen-dedicated Regional Solution Centres in Beijing, China. Shell operates three bitumen manufacturing plants as well as two joint venture plants in strategic regions throughout China, producing high-quality polymer modified bitumen (PMB) products. Shell Bitumen has supplied its expertise in bitumen technology to some of China's most important infrastructure projects, including the 302 kilometre Guangdong Guangle Expressway, Beijing's Changan Avenue's East section, and the 2nd Ring road used during the APEC meeting held in Beijing in 2014. Shell also supplied bitumen for the roads surrounding Beijing Olympic Park and the China Pavilion during the 2010 World Expo held in Shanghai. Shell also played a key role during the construction of the Beijing-Shanghai, Harbin-Dalian, Beijing-Shijiazhuang, and Guangzhou-Shenzhen-Hong Kong high-speed railway projects. Read more [here](#).

Legal

CBI member [Baker & McKenzie](#) and FenXun Partners advised Osram on its agreement to sell its 13.5% stake in Foshan Electrical and Lighting Co. Ltd. (FSL) to a subsidiary of Chinese state-owned Guangdong Rising Assets Management Co. Ltd. for more than €350 million. FSL's shares are listed on the Shanghai Stock Exchange. Read more [here](#).

CBI member [Linklaters](#) announced that it is advising the joint underwriters, BOC International, DBS, and Nomura, on the HK\$3.71 billion rights issue launched by Chong Hing Bank. Chong Hing Bank intends to

use the net proceeds of the rights issue to expand its business, position it for sustainable growth, and satisfy its capital adequacy requirements, and reposition its branch network and update its core banking IT systems. Read more [here](#).

CBI member [Simmons & Simmons](#) is celebrating its 20th anniversary in China this year.

Media

CBI member [UBM](#) announced that the 17th China International Optoelectronic Exposition (CIOE 2015) was held from 31 August through 03 September in Shenzhen. CIOE 2015 hosted five concurrent expositions, including the Optical Communications Expo, Lasers and Infrared Applications Expo, Precision Optics Expo, LED Tech China, and Smart City China, featuring over 3,200 exhibitors covering a total exhibition space of 110,000 square metres. Established in 1999, CIOE is now the largest show of its kind in the world. Read more [here](#).

Professional services

CBI member [Deloitte](#) signed a strategic cooperation memorandum with the Shandong provincial government. According to the memorandum, Deloitte China will act as the sole think tank for the Shandong provincial government to provide intellectual support in respect of Shandong's equity leading fund establishment, large-scale enterprise and state-owned enterprise transformation, etc. Read more [here](#).

CBI member [EY](#) released its report 'Navigating the Belt and Road: financial sector paves the way for infrastructure', which raises the fact that with the roll-out of the 'One Belt, One Road' initiative and the implementation of a series of reform measures, Chinese enterprises' outbound investments, led by infrastructure construction, continued its strong momentum in the first half of 2015. The report also highlights that the financial sector has played a crucial role in helping pave the way for Chinese enterprises' overseas expansion. Read more [here](#).

CBI member [PwC](#) launched its campus recruitment campaign for the 2016 graduate intake with career talks now underway in campuses in mainland China and Hong Kong. Taking place in September and October, up to 2,200 places are on offer for suitable candidates in various PwC offices across mainland China and Hong Kong. The recruitment programme, themed 'Your opportunity of a lifetime', focuses on offering graduates an opportunity to shape their future and be their best by offering them meaningful challenges across the firm's diverse industry clients and markets. Read more [here](#).

Real estate

CBI member [Jones Lang LaSalle \(JLL\)](#) announced that JLL Beijing's 2015 gala dinner, 'Connecting China,



Connecting the World', was held at the China World Summit Wing in Beijing on 10 September, with nearly 300 clients and JLL representatives. JLL's global board meeting was also held during the period, with all the board members attending the event. In addition, Michael Charlton, Minister Counselor and Acting Director-General of UKTI China, was invited and delivered a speech on the occasion. The event kicked off with an exceptional Beijing opera performance. Like the Beijing opera, with a history of over 200 years, JLL has been

flourishing in China for more than 20 years and is consistently dedicated to be a bridge and vital link between China and the rest of the world by helping overseas investors and companies to seek opportunities in China and by assisting Chinese companies going abroad. Colin Dyer, President and Chief Executive Officer of JLL, said, "The China market is becoming increasingly important for JLL's global business. With the increasing growth and changes of our Chinese clients, JLL is continuously expanding its service scope and capabilities in China." Read more [here](#).

CBI Beijing
September 2015

For inputs or comments, please contact our Beijing office:

Guy Dru Drury (Chief Representative): Guy.DruDrury@cbi.org.uk

Ben Cooper (Policy Analyst): Ben.Cooper@cbi.org.uk