

Celebrating CBI Member Success in China

CBI

CBI Beijing • June 2017

SIEMENS CLIFFORD CHANCE Linklaters



P&G



UNIVERSITY OF BIRMINGHAM



Deloitte.



PRUDENTIAL

TATE & LYLE



RioTinto



HAYS



HUAWEI

Executive summary

(*Access full sector-specific updates: [aerospace \(1\)](#), [automotive \(1\)](#), [conglomerate \(1\)](#), [consumer goods \(1\)](#), [education \(1\)](#), [financial services \(3\)](#), [food processing \(1\)](#), [legal services \(3\)](#), [media \(1\)](#), [mining \(1\)](#), [pharmaceutical \(1\)](#), [real estate \(1\)](#), [recruitment \(1\)](#) and [telecommunications \(1\)](#)).

- **Airbus** Helicopters is moving forward with the expansion of its global footprint and its strategic partnership with China, as construction is now underway for its H135 Final Assembly Line (FAL) – the first of its kind not only for Airbus Helicopters, but also for the Western helicopter industry in China. Read more [here](#).
- The future is now: Following the contributions by Jeff Koons and John Baldessari, Cao Fei (b. 1978) is the youngest and first Chinese artist ever to create a **BMW** Art Car. Read more [here](#).
- **Siemens** opened its “Digitalization Experience Center” in Beijing. As the first of such in Asia-Pacific Region, the Center comprehensively exhibits the company’s leading Digital Enterprise concept for “Industrie 4.0”. Read more [here](#).

- Gillette, part of **Proctor & Gamble**, is thrilled to announce EDward Gaming (EDG), the top Chinese League of Legends team in the world, as the brand's first ever global esports team partner. Read more [here](#).
- Senior leaders from Jinan University visited the **University of Birmingham** to mark a new partnership that will allow students to study in China and receive degrees from each university. Read more [here](#).
- **EY** and Hong Kong Business Accountants Association (HKBAA) jointly organized a conference on the topic of "Effective Finance Business Partnership with Enabling Technologies". Read more [here](#).
- **Deloitte**, Walmart and HSBC have joined forces to launch the Network of Executive Women Cross-Organisation Mentorship Program ("NEW") which aims to promote gender diversity in the local marketplace through providing support towards the development and advancement of future women leaders within the Southern China business community. Read more [here](#).
- Around 200 teachers and students of the China Insurance Education Programme (the "Programme") gathered in Zhuhai on 20 May to celebrate the Programme's 10th anniversary and participated in the **Prudential** Cup financial knowledge contest ("Pru Cup"). Read more [here](#).
- **Tate & Lyle**, a leading global provider of food ingredients and solutions, is pleased to highlight its extensive range of solutions during FIC 2017, which can help food and beverage manufacturers meet the increasing demand from consumers for delicious and nutritious food. Read more [here](#).
- Leading international law firm and **Clifford Chance** advised China CITIC Bank Corporation Limited, who along with co-investor China Shuangwei Investment Co., Ltd., acquired an aggregate of 60% stake in JSC "Altyn Bank" from JSC "Halyk Bank", a leading financial services group in the Republic of Kazakhstan. Read more [here](#).
- **Linklaters** advised HSBC Bank plc on the US\$20bn loan facilities for the acquisition of Syngenta AG, the Swiss seed and pesticide maker, by China National Chemical Corporation (ChemChina), the Chinese state-owned chemical company. Read more [here](#).
- **DLA Piper** has advised China Huarong Macau (HK) Investment Holdings Limited on its US\$100 million investment in Hong Kong Stock Exchange listed company Freeman Fintech Corporation Limited (Stock Code 279) in the form of convertible bonds. Read more [here](#).
- **BBC Worldwide** announced a Memorandum of Understanding (MOU) with leading Chinese media company, Shanghai Media Group Pictures (SMG Pictures) that will see expansion of the Doctor Who brand in China. Read more [here](#).
- **Rio Tinto** has further strengthened its partnership with China's State-owned Assets Supervision and Administration Commission (SASAC) by signing a Memorandum of Understanding (MOU) to develop executive training for Central State-owned Enterprise (Central SOE) leaders. Read more [here](#).
- The National Preventive Vaccination Services and Management Training Programme, helmed by the Chinese Preventive Medicine Association under the guidance of the National Health and Family Planning Commission (hereinafter referred to as NHFPC), with the support of the China Centre for Disease Control and Prevention and the aid of **GSK**, was officially kicked off in June. Read more [here](#).
- Royal Hotels Australia Pty Ltd, part of Singapore's Royal Group, has entered into an agreement to sell one of its prized assets, the iconic, luxury InterContinental Sydney Double Bay, to Zobon Real Estate Group Co.,Ltd and Shanghai United Real Estate Inc with the help of **JLL**. Read more [here](#).
- **Hays** released a new report entitled 'DNA of an HRD: The Makings of an HR Leader in Asia.' The research is outlined in a new report, DNA of an HRD: The Makings of an HR Leader in Asia, and is based on an extensive survey of 570 HRDs and a series of in depth face-to-face interviews. Read more [here](#).
- **Huawei**, a leading global information and communications technology solution provider, announced a partnership with the University of Edinburgh to open a new lab for distributed data management and processing. Read more [here](#).

Aerospace

CBI member Airbus Helicopters is moving forward with the expansion of its global footprint and its strategic partnership with China, as construction is now underway for its H135 Final Assembly Line (FAL) – the first of its kind not only for Airbus Helicopters, but also for the Western helicopter industry in China. The FAL will be located in Qingdao, Shandong Province, eastern China, and construction is expected to be completed by 2018. A framework agreement signed in June 2016 calls for 100 H135s to be assembled over the next 10 years, and the first aircraft roll-out from Qingdao is planned for mid-2019. The FAL will have a total annual capacity of 18 H135 helicopters, which could be extended for future growth. “This ground breaking is a remarkable milestone for Airbus Helicopters’ global footprint and demonstrates our commitment to further enhancing our industrial cooperation with China’s rapidly growing aviation industry,” said Guillaume Faury, CEO of Airbus Helicopters. “We are confident that this project will achieve a win-win solution to fulfil the requirements of local customers while supporting the development of crucial helicopter services for the benefit of Chinese citizens.” Read more [here](#).



Automotive

The future is now: Following the contributions by Jeff Koons and John Baldessari, Cao Fei (b. 1978) is the youngest and first Chinese artist ever to create a **CBI member BMW** Art Car. By employing augmented and virtual reality, the internationally acclaimed Chinese multimedia artist addresses the future of mobility such as autonomous driving, airborne cars and digitalization. In the presence of Dr Ian Robertson, Member of the Board of Management of BMW AG, and hundreds of invited guests, the reveal of BMW Art Car #18 was celebrated at the Minsheng Art Museum in Beijing on May 31. Dr Ian Robertson, Member of the Board of Management of BMW AG: “We were thrilled by the decision of an independent jury of international museum directors to have nominated Cao Fei. Considered as a lucky number in China, her vehicle is the official 18th rolling sculpture of the collection. For her project, Cao Fei chose an unprecedented and immersive approach, empowering the viewer to engage with the artwork through cutting-edge technology. This is truly a BMW Art Car for the 21st century!” Read more [here](#).



Conglomerate

CBI member Siemens opened its “Digitalization Experience Center” in Beijing. As the first of such in Asia-Pacific Region, the Center comprehensively exhibits the company’s leading Digital Enterprise concept for “Industrie 4.0”. Visitors will have the opportunity to experience “Digital Twin” in real-time operation and the open cloud-based IoT operating system MindSphere, so as to see from zero-distance the improved productivity and efficiency enabled by mergence of virtual and real worlds. The Center, showcasing a number of practically implemented reference cases, tells how companies of all types and scales can benefit from digital transformation to achieve greater flexibility, efficiency, quality, and shorter time to market. “With the Digitalization Experience Center, we present best practices of digital enterprise for ‘Made in China 2025’. Siemens is the trusted partner for China’s digital transformation,” said Lothar Herrmann, CEO of Siemens Greater China. “We have turned the digitalization vision of our customers into reality by achieving concrete progresses. We will continue to strive for value co-creation with our partners.” Read more [here](#).



Consumer goods

Gillette, part of **CBI member Proctor & Gamble**, is thrilled to announce EDward Gaming (EDG), the top Chinese League of Legends team in the world, as the brand’s first ever global esports team partner. EDG will line up alongside iconic sport franchises FC Barcelona and the New England Patriots to round out Gillette’s portfolio of team partnerships and further highlight its dedication to athletes and teams in their pursuit of precision. Since entering the esports arena earlier this year as partners with ESL, the world’s largest esports company, through a sponsorship of the Intel® Extreme Masters (IEM) World Championship, Gillette has immersed itself into the gaming world and continues to expand its commitment to the industry through this exciting new partnership. EDG, comprised of Yang “Koro1” Tong (Top), Kai “Clearlove” Ming (Jungle), YeChan “Scout” Lee (Mid), Seong-min “Zet” Lee (ADC), Ye “Meiko” Tian (Support), Yuhao “Mouse” Chen (Top), Zhao “Firelo1i” Zhiming (Jungle) and Minmin “Minn” Huang (Top), will support Gillette, and the shared value of precision, through a multitude of touchpoints over the coming months to bring fans closer to the action. Read more [here](#).



Education

Senior leaders from Jinan University visited **CBI member** the [University of Birmingham](#) to mark a new partnership that will allow students to study in China and receive degrees from each university. The President of Jinan University, Dr Hu Jun and Professor Wang Liwei, Dean of the Jinan University-University of Birmingham Joint Institute visited the Edgbaston campus to learn more about Birmingham's research excellence. And they met University of Birmingham Vice-Chancellor Professor Sir David Eastwood, following a tour that took in the Mathematics department and the Lapworth Museum of Geology, which is shortlisted for the Museum of the Year award. Read more [here](#).



Financial Services

CBI member [EY](#) and Hong Kong Business Accountants Association (HKBAA) jointly organized a conference on the topic of “Effective Finance Business Partnership with Enabling Technologies”. Three EY speakers were invited to share the leading trends with more than 100 senior executives and guests. This conference was hosted by Ms. Gogo Ko, Director and Deputy Secretary – General of HKBAA. Mr. Patrick Law, EY Hong Kong and Macau Deputy Assurance Leader, was invited to give a welcome speech to kick start the conference. Mr. Nelson Chow, Director of Greater China Performance Improvement Advisory, Ernst & Young Advisory Services Limited, talked about the future finance function with focuses on finance business partnership and robotics process automation (RPA). Nelson concluded with three key messages: (a) “true finance business partnership can be enabled by redefining organizational structure”, (b) “technology and tools are available to facilitate analysis and automation in the new era of digital revolution” and (c) “finance professionals require new skillsets and the way of working will be drastically changed from today”. Read more [here](#).



CBI member [Deloitte](#), Walmart and HSBC have joined forces to launch the Network of Executive Women Cross-Organisation Mentorship Program ("NEW") which aims to promote gender diversity in the local marketplace through providing support towards the development and advancement of future women leaders within the Southern China business community. Over 100 participants including mentors and mentees are expected to benefit from this program which is being piloted in 2017, and aims to increase gender diversity at leadership levels, enhance visibility of women leaders and provide personalised guidance to high-potential female talent as they realise their personal and career development goals. The organisations hope that the

program will provide a forum for like-minded participants to develop a trusted network, enabling mentees to learn from established role models whilst providing an opportunity for mentors to flex their leadership skills and leverage lessons learned throughout their careers, in an effort to elevate the status women in the workplace through a synergistic approach. Read more [here](#).

Around 200 teachers and students of the China Insurance Education Programme (the “Programme”) gathered in Zhuhai on 20 May to celebrate the Programme’s 10th anniversary and participated in the **CBI member Prudential** Cup financial knowledge contest (“Pru Cup”). Introduced in 2007, the Programme is a pioneering initiative which aims to foster awareness and understanding of the value of insurance and risk management in the country. In collaboration with China Insurance Regulatory Commission (“CIRC”), Chinese Academy of Social Sciences (“CASS”) and educators, the Programme comprises a textbook- based course titled “Insurance – Accompanying Me My Whole Life” for high school students aged 13 to 17 and an annual Pru Cup intra-school competition. The Programme was initially introduced to 15 schools in four provinces. To date, it has benefitted 71,500 students from 72 schools in 12 provinces across China. The Pru Cup this year comprised three parts, including a quiz contest which tested students’ knowledge of insurance, a talent show in celebration of the Programme’s 10th anniversary, and a debate session. Read more [here](#).



Food processing

CBI member Tate & Lyle, a leading global provider of food ingredients and solutions, is pleased to highlight its extensive range of solutions during FIC 2017, which can help food and beverage manufacturers meet the increasing demand from consumers for delicious and nutritious food. At its booth, Tate & Lyle will focus on products including sweeteners, fibre products and clean-label starches. A key highlight at the show will be the launch of its new, innovative natural stevia sweeteners’ range. During FIC 2017, Tate & Lyle will deliver a technical speech (afternoon of March 25th, Meeting room: M8-03) entitled “A sweet journey”, which will address marketing trends in health & wellness, nutritional science in sugar/calorie reduction, as well as Tate & Lyle solutions. Read more [here](#).



Legal Services

Leading international law firm and **CBI member Clifford Chance** advised China CITIC Bank Corporation Limited, who along with co-investor China Shuangwei Investment Co., Ltd., acquired an aggregate of 60% stake in JSC "Altyn Bank" from JSC "Halyk Bank", a leading financial services group in the Republic of Kazakhstan. The One Belt One Road transaction was signed on 7 June 2017 during President of China Xi

Jinping's state visit to Kazakhstan celebrating the 25th anniversary of the establishment of diplomatic relations between the two countries. The deal is expected to complete during the second half of 2017, subject to obtaining regulatory approvals. China Co-Managing Partner Terence Foo led the deal and was supported by counsel Yufei Liao and associates Stacey Shen and Iris Liu. Terence said, "We are delighted to represent China CITIC Bank on this investment in Kazakhstan as part of the One Belt One Road initiative. We are pleased to leverage our experience in advising on the unique risks and opportunities that arise on One Belt One Road investments in Central Asia and elsewhere." Read more [here](#).

CBI member [Linklaters](#) advised HSBC Bank plc on the US\$20bn loan facilities for the acquisition of Syngenta AG, the Swiss seed and pesticide maker, by China National Chemical Corporation (ChemChina), the Chinese state-owned chemical company. The Chinese group's buyout of the seed maker is set to turn the company into an agrichemical powerhouse. Following the receipt of a number of regulatory approvals, final settlement of the tender offers took place on 7 June 2017, with ChemChina acquiring a 94.7 per cent stake in Syngenta making the deal China's largest ever cross-border acquisition. The financing of the acquisition consisted of US\$15bn term bridge facilities as well as US\$5bn backstop facilities made available for the purposes of refinancing existing debt in Syngenta. The Linklaters team was led by Brian Gray (Banking Partner) and Ian Callaghan (Banking Partner). Read more [here](#).

CBI member [DLA Piper](#) has advised China Huarong Macau (HK) Investment Holdings Limited on its US\$100 million investment in Hong Kong Stock Exchange listed company Freeman Fintech Corporation Limited (Stock Code 279) in the form of convertible bonds. The secured convertible bonds have a four percent interest rate payable semi-annually to subscribers. CBI Freeman Fintech Corporation Limited is an investment holding company. It offers securities and options trading, insurance brokerage, financing, and other related services. It mainly operates businesses in Hong Kong and is also involved in money lending, the provision of pawn loan services and the provision of financial lease services through its subsidiaries, and serves customers around the world. Read more [here](#).

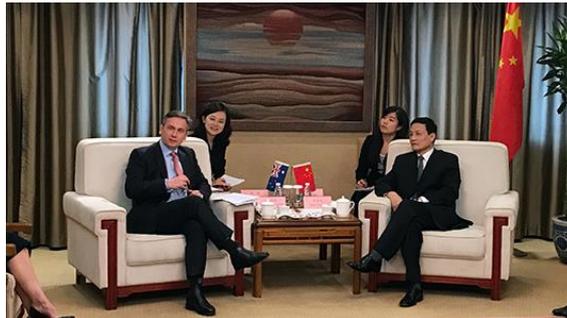
Media

CBI member [BBC Worldwide](#) announced a Memorandum of Understanding (MOU) with leading Chinese media company, Shanghai Media Group Pictures (SMG Pictures) that will see expansion of the Doctor Who brand in China. The MOU was inked yesterday evening at a signing ceremony at BBC Worldwide's Television Centre in London, with Mr Chen Sijie, GM of SMG Pictures and Jaclyn-Lee Joe, Chief Marketing Officer, BBC Worldwide. Madam Wang Jianjun, Director General President of Shanghai Media Group, Tim Davie, Chief Executive of BBC Worldwide and Kelvin Yau, GM, Greater China, BBC Worldwide witnessed the event. The agreement will see BBC Worldwide working with SMG Pictures to increase the Doctor Who fan base in China, exploring future opportunities as well as exchanging expertise between the two teams. Read more [here](#).



Mining

CBI member [Rio Tinto](#) has further strengthened its partnership with China's State-owned Assets Supervision and Administration Commission (SASAC) by signing a Memorandum of Understanding (MOU) to develop executive training for Central State-owned Enterprise (Central SOE) leaders. SASAC is the governing body responsible for supervising and managing the country's state-owned assets. The total assets value of the 102 Central SOEs currently under its supervision is approximately 50.5 trillion RMB. Rio Tinto and SASAC will work together to develop a programme to share best practice and capacity building in a broad range of areas including stakeholder engagement, licence to operate, environmental and economic assessments and community engagement. Rio Tinto chief executive J-S Jacques said, "Our joint executive training initiative with SASAC is another way of delivering our commitment to developing long-term relationships with Chinese partners. Read more [here](#).



Pharmaceuticals

The National Preventive Vaccination Services and Management Training Programme, helmed by the Chinese Preventive Medicine Association under the guidance of the National Health and Family Planning Commission (hereinafter referred to as NHFPC), with the support of the China Centre for Disease Control and Prevention and the aid of **CBI member [GSK](#)**, was officially kicked off in June. The programme kick-off ceremony was attended by leaders from authorities such as the Disease Control Bureau of the NHFPC, the China Centre for Disease Control and Prevention, and the Chinese Preventive Medicine Association. In the coming three years, over 4,000 grassroots vaccination personnel are expected to be trained by the programme, which covers the interpretation of the new vaccine distribution policies, vaccination practices and procedures, technical standards for the treatment of suspected adverse reactions during vaccination, etc. This programme is aiming to further promote the training of public-health and preventive-medicine personnel, improving overall level of prevention and vaccination, effectively curbing the outbreak of major disease epidemics. Read more [here](#).

Real Estate

Royal Hotels Australia Pty Ltd, part of Singapore's Royal Group, has entered into an agreement to sell one of its prized assets, the iconic, luxury InterContinental Sydney Double Bay, to Zobon Real Estate Group Co.,Ltd and Shanghai United Real Estate Inc. As China's first Real Estate consortium that focuses on global property developments, Shanghai United Real Estate was jointly established by 10 Chinese reputable and well-known property firms, which include Zobon Real Estate Group. The sales process that commenced in February 2017 was led by Mr Craig Collins, **CBI member [JLL](#)** Hotels and Hospitality Group, and Mr Richard Abbott, Holman Fenwick Willan. Mr Collins said that there is an absolute shortage of quality hotels available for sale in Sydney and when one does get offered for sale, it creates great excitement among investors. Read more [here](#).

Recruitment

CBI member Hays released a new report entitled 'DNA of an HRD: The Makings of an HR Leader in Asia.' The research is outlined in a new report, DNA of an HRD: The Makings of an HR Leader in Asia, and is based on an extensive survey of 570 HRDs and a series of in depth face-to-face interviews. According to the

report, most respondents believe strategic planning is the most important professional skill an HRD must master. That is because HR-related decisions must be in support of an organisation's development and growth. A proactive nature was rated among those surveyed as being the most important personal characteristic to help HRDs succeed in their careers. In addition to strategic planning, respondents named five other 'must-have' skills. In order of importance they: stakeholder engagement/influencing, people management, commercial acumen, communication skills and change management skills. Read more [here](#).

Telecommunications

CBI member Huawei, a leading global information and communications technology solution provider, announced a partnership with the University of Edinburgh to open a new lab for distributed data management and processing. The three-year partnership will allow Huawei and the University of Edinburgh to jointly explore new theories and technologies in data management and provide direction for cutting-edge research into the next generation of information technology. The new lab will be housed in the University's School of Informatics. The announcement was made at Huawei's European Innovation Day in London. At the event, Ken Hu, Deputy Chairman of the Board and Rotating CEO at Huawei, and Professor Sir Timothy O'Shea, Principal of the University of Edinburgh, signed and celebrated the partnership agreement, in the presence of Professor David Robertson, Dean of the University's College of Science and Engineering, and Professor Wenfei Fan, Director of the new lab. Read more [here](#).



CBI Beijing
June 2017

For inputs or comments, please contact our Beijing office:

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

Noah Shaw (Policy Analyst): Noah.Shaw@cbi.org.uk