

CBI China: Member successes in August & September 2011

(Grouped by sector)



Advertising

- CBI member [The Institute of Practitioners in Advertising \(IPA\)](#) recently launched a research and development service for Chinese brand owners aiming to go global. Read more [here](#).

Automotive

- CBI member [Bentley](#) announced a unique collaboration with British design company Linley for the creation of a limited edition of 10 Continental Flying Spurs, which will be sold in China. Read more [here](#).
- CBI member [Jaguar Land Rover](#) announced plans to invest £355 million in a new facility to manufacture all-new, advanced technology, low-emission engines in the UK. The new engine manufacturing facility will be located in

Staffordshire in the UK's West Midlands region. Read more [here](#).

- **CBI member [Rolls-Royce Motor Cars](#)** announced that it is offering the Year of the Dragon Collection, a special design edition of Phantom vehicles celebrating the Year of the Dragon in China in 2012. Designed by Rolls-Royce's Bespoke division, the exclusive collection has a suite of unique design features including a hand-painted dragon coachline inspired by the Forbidden City in Beijing, a hand-embroidered dragon on the leather of every headrest, a hand-laid dragon inlay on the passenger panel, etc. Read more [here](#).

Aviation

- **CBI member [Airbus](#)** said that it aims to increase its market share in China to 50% by 2015. Airbus currently holds 46% of China's booming aviation sector, and will deliver more than 110 passenger planes to China in 2011, accounting for one-fifth of the company's total worldwide sales. As of 31 August, Airbus had already delivered 67 aircraft to China in the first eight months of the year. Read more [here](#).

Beverage

- **CBI member [SABMiller](#)** announced two significant expansions in the Chinese beer market. First, SABMiller's local joint venture with China Resources Enterprise Ltd. (CRE), China Resources Snow Breweries Ltd. (CR Snow), entered into an agreement with China Kweichow Moutai Distillery Co. Ltd. to jointly invest in Guizhou Moutai Beer and establish a new joint venture called China Resources Snow Breweries (Junyi) Ltd., which will own Guizhou Moutai Beer. Second, SABMiller's local joint venture CR Snow further consolidated its position in eastern China's Zhejiang province by raising its stakes to 100% in two brewers by purchasing the remaining equity interests from Japanese brewer Asahi for \$47 million. Read more [here](#).

Education

- **CBI member [Cheung Kong Graduate School of Business \(CKGSB\)](#)** opened an office that will service as the base of the business school's European operations. CKGSB's London office will initially focus on developing partnerships with European business schools and recruiting European executives onto its executive education programme in China. In the medium-term, CKGSB aims to become the first Chinese business school to offer executive degree programmes in Europe. Read more [here](#).

Energy

- **CBI member [Shell](#)** opened its first Lubricants Technical Service Centre in Zhuhai in southern China's Guangdong province. The new centre offers a range of services to key industry customers and automotive original equipment manufacturers (OEMs) such as technical research, marketing and training services related to their lubricants application. The centre also serves as a platform for collaboration between Shell and leading OEMs and research institutes, which helps Shell remain at the forefront in technological developments. Read more [here](#).

Financial services

- **CBI member [Barclays](#)** obtained approval from Chinese regulatory authorities for its Shanghai branch to become a trading member of the Shanghai Gold Exchange, China's main precious metals exchange. Read more [here](#).
- **CBI member [HSBC](#)** expanded its presence in southwestern China by opening a branch in Kunming, the capital of Yunnan province. Read more [here](#).
- **CBI member [RSA](#)** opened a branch office in Nanjing, the capital of Jiangsu province in eastern China. RSA is now able to provide a full range of RSA products to customers across the province from its base in Nanjing. Read more [here](#).
- **CBI member [Standard Chartered](#)** opened a branch office in Xi'an, the capital of Shaanxi province in western China, which will offer a wide range of financial services to corporate clients, SMEs, and individuals. Standard Chartered now has four branches in western China. Read more [here](#).

Package delivery

- **CBI member [UPS](#)** signed a Memorandum of Understanding with the local government in Zhengzhou, the capital of central China's Henan province, and agreed to open a branch in the city. Read more [here](#).

Pharmaceutical

- **CBI member [AstraZeneca](#)** emphasised that its R&D strategy in China will continue to focus on collaboration with key partners as opposed to mergers

and acquisitions. For example, AstraZeneca established a five-year partnership with Peking University in 2010, which aims to build an academic platform for research in areas such as R&D work on therapies for obesity, diabetes and atherosclerotic heart disease. Read more [here](#).

- **CBI member [Pfizer](#)** formed a new joint venture with Jilin Guoyuan Animal Health Company that will develop, manufacture and sell animal vaccines in China. The joint venture will initially focus on developing a vaccine to prevent a respiratory illness common in pigs. The two partners plan on developing other vaccines for pigs, cattle and poultry that will help contribute to a safe and abundant supply of pork, beef and poultry in China. Read more [here](#).

Power automation

- **CBI member [ABB](#)** launched a new global manufacturing base in Shanghai, which will produce ABB's advanced 'green' marine propulsion system Azipod, which can help reduce ship vessels' fuel consumption by 25% while also improving their maneuvering capabilities. Read more [here](#).
- **CBI member [GE](#)** and leading Chinese power generation company Huadian Group set up a \$100 million joint venture to develop gas turbines for distributed energy systems. Distributed energy systems refer to the generation of energy from small energy sources. Based in Shanghai, the joint venture, known as Huadian GE Aero Gas Turbine Equipment Co. Ltd., will develop aeroderivative gas turbines, which are modified from aviation engines and burn natural gas to generate energy. Production is scheduled to launch in 2013. Read more [here](#).

Publishing

- **CBI member [Penguin](#)** won the 2010 Continued Commitment Award at the annual Cathay Pacific China Business awards, which recognises ongoing, large-scale, sustainable and ethical investment in the region. The award highlighted Penguin China's work in encouraging and training a new generation of literary translators in the country through its Chinese-English Literary Translation programme, launched in partnership with the Chinese government in 2008. Read more [here](#).

Retail

- **CBI member [Tesco](#)** launched an offshore renminbi (RMB) bond in Hong Kong, raising 725 million RMB (\$114 million) to finance its expansion plans in China.

Tesco hired fellow CBI members HSBC and Standard Chartered to help it sell the three-year bonds in Hong Kong. The bond was the first of its kind to be issued by an international retailer. Read more [here](#).

Telecommunications

- **CBI member [Huawei](#)** announced the appointment of John Suffolk as its Global Cyber Security Officer. Mr. Suffolk previously served as the Chief Information Officer of the UK Government, overseeing government IT projects for nearly five years. Assuming his new position on 01 October, Mr. Suffolk will be based at Huawei's headquarters in Shenzhen in southern China. He will hold responsibility for developing Huawei's cyber security assurance strategy and system and managing and supervising its implementation. Read more [here](#).

CBI Beijing

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