

CBI China: Member successes in October 2011

(Grouped by sector)



Automotive

- **CBI member [BMW Group](#)** sold more than 177,000 vehicles in mainland China in the first three quarters of 2011, surpassing its total sales in mainland China last year. BMW delivered 165,669 BMW vehicles and 11,853 Mini cars to mainland China in the first nine months this year, up an impressive 45% and 60%, respectively. Read more [here](#).
- **CBI member [Ford Motor](#)** announced that sales for Ford-brand passenger vehicles in China rose 40% in September compared to August, with 28,669 wholesale units sold. Ford China has already sold 385,957 wholesale units so far this year, up 10% compared to the first three quarters of 2010. Read more [here](#).
- **CBI member [Jaguar Land Rover](#)** announced a 26% increase in global retail sales for September 2011. China delivered another record month, with sales up 157% for Jaguar and 85% for Land Rover. Jaguar Land Rover sold a total of 4,069 vehicles in China in September, with Jaguar accounting for 559 units and Land Rover accounting for 3,510 units. China remains Jaguar Land Rover's third-largest market in the world, with retail sales up 60% for the year to September. Read more [here](#).

Aviation

- **CBI member [Airbus](#)** delivered the first A380 to China Southern Airlines, the first out of five aircraft ordered by the Chinese airline. China Southern Airlines is the first operator of the highly eco-efficient aircraft in China and the seventh globally. Powered by the Trent 900 engines manufactured by fellow **CBI member [Rolls-Royce](#)**, the A380 aircraft will initially be operated on domestic routes between the major Chinese cities of Beijing, Shanghai, and Guangzhou. China Southern Airlines will later deploy the A380 on international routes. Read more [here](#).
- **CBI member [Boeing's](#)** new 787 Dreamliner made its first commercial flight, travelling from Tokyo to Hong Kong. With a special carbon-composite design, the Boeing Dreamliner offers a 20% improvement in fuel efficiency, an attractive proposition for airlines facing soaring fuel costs.

In additional Boeing news, the U.S. aviation giant also opened a new service centre in Beijing to provide enhanced product support to China's growing commercial aviation industry. The team based at the new Boeing China Service Centre will enhance Boeing's day-to-day support of the more than 800 Boeing airplanes currently in service in China. Read more [here](#).

Built asset

- **CBI member** and leading international built asset consultancy [EC Harris](#) signed a merger agreement with ARCADIS, a global professional services company with a leading position in the infrastructure, water, environmental, and building markets headquartered in the Netherlands. The combined company will grow to almost 19,000 professionals and €2.3 billion in revenues through the merger. Read more [here](#).

E-commerce

- **CBI member [Amazon.com, Inc.](#)** opened a new order-fulfillment centre in China. Located near Shanghai in eastern China's Jiangsu province, the new centre is Amazon's largest fulfillment facility outside the U.S., occupying a space of more than 120,000 square metres. Following the launch of the new centre, customers in Shanghai and the nearby provinces of Jiangsu, Zhejiang, and Anhui now enjoy access to a greater selection of products and faster delivery times. Read more [here](#).

Pharmaceutical

- **CBI member [AstraZeneca](#)** announced that it will invest \$200 million in a new manufacturing facility in eastern China's Jiangsu province. Located in Taizhou, the new site represents AstraZeneca's largest-ever investment in a single manufacturing facility globally. With construction scheduled to be completed at the end of 2013, the new facility will produce both intravenous and oral solid medicines for AstraZeneca's growing business in China. Read more [here](#).

Power

- **CBI member [ABB](#)** inaugurated its largest medium voltage (MV) instrument transformer production base in southern China's Guangdong province. Known as ABB Guangdong Sihui Instrument Transformer Company, the company will manufacture instrument transformers and epoxy components developed by ABB's local R&D team. The new base will have the largest single-plant production volume in China's instrument transformer industry.

In additional news, ABB released details on a series of CSR activities it organised in Beijing, Shanghai, and Xiamen this year to promote the concept of electrical safety in local communities.

Read more [here](#).

- **CBI member [Rolls-Royce](#)** secured equipment orders worth around £18 million for the supply of Rolls-Royce Azimuth thrusters to power 18 new tugs being built in China. Rolls-Royce will deliver 12 tugs to the Qingdao and Yingkou Ports, four of which will be the most powerful operating in China, and six tugs to the Tangshan and Tangshan Cao Feidian Ports in northeastern China's Hebei province. Read more [here](#).
- **CBI member [Siemens](#)** signed an investment agreement with Chengdu High-Tech Development Zone to establish a manufacturing and R&D facility for industrial automation products in Chengdu, the capital of Sichuan province in southwestern China. Scheduled to launch operations by the first half of 2013, the new base will be Siemens' largest digital factory in China and the third R&D centre for Siemens industry automation products worldwide. Read more [here](#).

Publishing

- **CBI member [Penguin](#)** announced the acquisition of Chinese language rights

to a memoir by global tennis champion Li Na. Penguin's acquisition of rights to a book by a Chinese author to be published in the Chinese language is a first for the UK-based publisher, marking a new direction for Penguin's growing business in China. Penguin will co-publish Li Na's memoir, provisionally titled "How to Go West and Win", with a Chinese partner in early 2012. Read more [here](#).

Sportswear and equipment

- **CBI member [Nike](#)** aims to roughly double its sales in China to \$4 billion annually by 2015. To achieve its target, Nike plans to open more stores, increasingly focus on recreational sports such as running and snowboarding, and continue emphasising its group of prominent local endorsers such as Chinese tennis player Li Na and Chinese Olympic track and field star Liu Xiang. Read more [here](#).

Telecommunications

- **CBI member [Research in Motion \(RIM\)](#)** opened a BlackBerry retail store in the Oriental Plaza in Beijing. The outlet will provide consumers with the latest BlackBerry smartphones and accessories available in the Chinese market. Read more [here](#).

CBI Beijing
October 2011