



DUTCHCHAM MAGAZINE

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Volume 191

Next Generation


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Next Generation



First let me wish you all a wonderful, successful and happy 2018!

Looking back, we had a very successful China Seminar, Bankers' dinner and Christmas Cocktail in the last months of 2017, which we hope you enjoyed!

Looking ahead we are excited about the events and plans for 2018. I would like to highlight the successful panel discussion Embedding Diversity & Inclusion in your organisation, which was held on 18 January, with speakers from a.o. ABN AMRO (Wijnand van Hoeven), Rabobank (Diane Boogaard) and PwC (Ruud Sommerhalder). During the Volvo Ocean Race stopover in Hong Kong, the Chamber hosted, together with Arcadis, an evening at the Sailors Terrace of the Race Village, in Kai Tak. We got the unique opportunity to visit the AkzoNobel boat, followed by inspirational talks by Henk Ovink, Special Envoy for International Water Affairs for the Kingdom of the Netherlands, and Simeon Tienpont, the skipper of AkzoNobel.

The theme of this issue is "Next Generation", with interesting and exciting interviews and articles about our mentorship programme, start ups and Young Professionals.

The Interview with a Chief is with Tom Uiterwaal, this year's winner of the Shooting Star Award. The Lead Story interview by Donna Mah, our editor, is with Niels Boudeling (Rabobank) and Frank Olie (Robeco). Niels and Frank are a mentor/mentee pair in our mentoring programme. Anne Evanno will explain the importance of such mentoring programs and how it will benefit both mentor and mentee.

Our new board members, Jacob Feenstra and Bart de Wit will introduce themselves and discuss their plans for the Chamber.

This magazine also features ProductIP - the winner of the China Business Awards 2017 -, the Changing Young Lives Foundation, Diane Boogaard - the new CEO of of Rabobank - and Gleneagles Hospital.

Finally, you will have read that the Chamber, together with the Dutch Consulate General, has relocated to the 30th Floor of Central Plaza in Wan Chai. We welcome you to take a look whenever you are in the neighborhood!

I wish you happy reading and hope to wish you a Happy New Year in person during one of our many events the coming weeks.

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Imagine...
that there is enough healthy food for everyone.

Can you see it in your mind's eye?

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that we can produce more food without overtaxing the earth. That we revive agricultural land and waste fewer resources.

Imagine...
that no one has to leave their home to flee famine. And that there are fewer conflicts.

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that it is a bank working towards this vision. A bank founded by and for farmers, that understands you can achieve more together, and knows all about food and how to grow it.

Imagine...
that we help kick-start the smartest innovations by our customers and partners on a global scale. And jointly address the biggest food issues on six continents.

Imagine...
that we can solve the world food problem together. And you can count on us.

Growing a better world together



Fuel for the future

Many members may already know Tom Uiterwaal, Founder and CEO, Reconergy (Hong Kong) Ltd through his work with the Dutch Chamber and the European Chamber in Hong Kong. However, perhaps not everyone is aware that Reconergy recently received the prestigious Cathay Pacific Shooting Star Award 2017, which recognises a Dutch-linked company doing business in Hong Kong/China.

■ By Donna Mah

Reconergy is a Hong Kong-based company started by Tom Uiterwaal in 2012 to pursue the opportunities that Tom identified by connecting used cooking oil (UCO) supply from Asia with the biodiesel industry in Europe. Through his work in the Waste-to-Energy industry in Hong Kong, Tom has been involved in the construction of the largest multi-feedstock biodiesel location and responsible for establishing the largest used cooking oil collection organisation in Hong Kong.

A bit about Tom and Reconergy ...

Tom moved to Hong Kong with his family nine years ago to set up a biodiesel factory. Biodiesel is a clean, low-carbon transport fuel that can be used in place of fossil diesel (or petroleum diesel). Unlike in Europe, Hong Kong does not have government regulations that require fossil diesel to be blended with a certain percentage of biodiesel for consumption. The market for biodiesel in Europe is much larger than in Hong Kong with large production capacity and a shortage of waste oil. Realising the opportunities that existed because of this, Tom founded Reconergy in 2012 to source used cooking oil from Asia for the European market.

What is biodiesel made from?

Biodiesel is made from rapeseed oil, soybean oil, palm oil and waste oil (used cooking oil/animal fats). Biodiesel may be used in much the same way that fossil diesel is used.

What are the benefits of turning used cooking oil (UCO) into biodiesel?

Replacing fossil diesel with biodiesel produced from UCO reduces 80-90% greenhouse gas emissions. By making more UCO available for the biodiesel industry in Europe, Reconergy helps to reduce the greenhouse gas emissions of the local transport sector.

Before the development of the biodiesel industry in Europe, most of the UCO collected in Hong Kong went to China to be used illegally as cooking oil for food preparation by the small and cheap restaurants. By exporting the UCO for biodiesel production in Europe, Reconergy helps to develop a legitimate market for UCO by paying good prices and eliminating these illegal practices.



Collection of used cooking oil in Hong Kong

Loading a flexitank at a supplier site

In the past, restaurants had to pay the recycler to collect the UCO. Due to the demand from Europe, the recycler currently pays the restaurant for the collected UCO. This has given the restaurant industry in Asia a major incentive to recycle their UCO. This means more UCO is recycled and less is dumped into sewers, landfills and the environment.

What happens to UCO from Asia after it is collected for shipment to Europe?

The UCO is collected from restaurants in Asia and shipped to Europe in flexitanks (giant bags) placed inside shipping containers. Each flexitank holds 23,000 litres of UCO. The UCO is turned into biodiesel in factories in Europe and then blended with fossil diesel and sold to consumers at petrol stations. The EU requires mandatory blending of biodiesel with fossil diesel.

All the UCO used in biodiesel production adheres to strict sustainability and traceability requirements to meet the criteria set out by the Renewable Energy Directive. Reconergy is certified under the ISCC (International Sustainability and Carbon Certification) scheme recognised by the European Union. Reconergy is also officially certified by the Environmental Protection Department of the Hong Kong SAR as a “Waste Cooking Oils Exporter”.

In order for Reconergy to meet the requirements of the Renewable Energy Directive of the EU and local regulations, we are audited several times a year. Audits are done by an independent auditor as well as the Environmental Protection Department. This is a good thing though as it helps to maintain a high-level of product quality and makes for a level playing field in the industry.



Tom Uiterwaal



Tom inspecting the waste-to-energy equipment

‘The Renewable Energy Directive establishes an overall policy for the production and promotion of energy from renewable sources in the EU. It requires the EU to fulfil at least 20% of its total energy needs with renewables by 2020 – to be achieved through the attainment of individual national targets. All EU countries must also ensure that at least 10% of their transport fuels come from renewable sources by 2020.’ (Excerpt from: <https://ec.europa.eu/energy/en/topics/renewable-energy/renewable-energy-directive>)

What are some of the challenges you’ve faced in building your business?

Biodiesel producers exist in Europe because of government regulations. The use of biodiesel is not common here in Asia because regulations do not exist requiring companies to use this form of fuel.

People are scared about how the Hong Kong bureaucracy interprets regulations and don’t want to be first to do something new. It is challenging to get a decision because people are generally risk-averse and don’t want anything to go wrong. It means that bringing new technology into Hong Kong takes time.

We work closely with our partners to make sure that our supply chain meets international standards thereby improving the quality control of the UCO and the collection process. Finding the right partners in this business is the most important, but also the most challenging part.

What has been the most rewarding thing for you?

This is really not an easy business to be in. I’ve seen a lot of people go. They leave the business and move onto other things. But I’m

a long-timer. I think recognition from my peers and the good partnerships I’ve built over the years have been very rewarding. I enjoy doing what I do.

What are some future plans for Reconergy?

We are currently one of the leading exporters of UCO from Asia to Europe. However, we are also looking at bringing European environmental technology to Asia – waste to energy solutions.

The technology to convert general waste into energy exists in Europe. The system we would like to bring to Asia is modular, scalable and mobile. One unit is about the size of a 40-foot container. When the waste is incinerated, the heat created can be used to generate renewable electricity.

We are also looking at supporting the local recycling industry by introducing European waste sorting technology to the region. The waste separation system would be implemented at landfills and would take out reusable material thereby reducing the amount of waste going into landfills. The sorted and clean reusable waste becomes a recyclable that can be used as raw materials to produce new products.

Every day, two million kilograms of plastic is sent to the landfills in Hong Kong. It is possible to turn 80% of this plastic waste into diesel fuel with the right technology.

Reconergy is looking at effective, fast and environmentally-friendly solutions to manage Hong Kong’s waste and reduce the amount heading to landfills. •

Soapbox Contest winner: Tiffany Tang

During the annual SME Christmas Cocktail on the 14th of December, Tiffany Tang from iDiscover took on the challenge to participate in the Soapbox Contest, and won!

■ By DutchCham

Please tell us a bit about yourself.

I’m Tiffany, locally born and bred. Having lived in France and Finland, I’m rediscovering Hong Kong with a bit of European flair, constantly thinking of ways to make Hong Kong a better place to live.

In short, what does iDiscover do?

iDiscover is about the spirit of place. We work with locals who show us their favourite places and tell us their stories. We put them in a handy map and savvy app to create honest and authentic routes in Asia’s most captivating neighbourhoods. Our mission is keeping heritage alive for a vibrant and viable urban future. That’s why the guides are created by locals, designed by locals and powered by locals ... with a little help from iDiscover.

Why did you decide to join the Soapbox Contest?

We are seeing old neighbourhoods being demolished every day to make way for new development. Disappearing with the buildings are people, stories and memories. That’s why we have teamed up with local NGO’s to create eight neighbourhood guides. It’s a cool product with a social mission, so I hope that more people will hear about it and support us!

What was your aim for your pitch and why do you think you won?

To tell more people about the desperate situation of vanishing old neighbourhoods. We are seeing this every day and we all want to do something to save our stories and memories.

What was your highlight in 2017?

iDiscover published the first edition of Hong Kong Neighbourhood Guides and expanded the series to new destinations – Manila and Thailand.



Tiffany Tang

What is 2018 going to bring you?

iDiscover is going to Ahmedabad (India) and Colombo (Sri Lanka)! And in Hong Kong, we have been asked to join some pretty ground-breaking initiatives and experimental projects with residents having a say in what their neighbourhood will look like.

Anything you would like to add?

The HK Neighbourhood Guide is a perfect gift for your friend who’s visiting Hong Kong. If you want to give them a local and authentic experience, buy a guide from the iDiscover website! www.i-discoverasia.com



Tiffany on the Soapbox



Soapbox Contestants



The iDiscover team

Growing a better world together

Recently appointed CEO of Rabobank Asia, Diane Boogaard, shares information about the food and agricultural sector in Asia, and a new initiative the bank has launched in partnership with UN Environment called the “Kickstart Food” campaign.

■ By Donna Mah



Diane Boogaard, CEO, Rabobank Asia

Diane Boogaard joined Rabobank, the world’s leading Food and Agribusiness bank, in 2006 as Global Head of Trade and Commodity Finance. She became Head of Global Wholesale Product Clients in 2014 and is currently the CEO of Rabobank Asia covering China, Hong Kong, Singapore, Malaysia, Indonesia and India since September 2017. The Asia region continues to create positive business opportunities for Rabobank and Diane is passionate about her work in banking and about growing a better world.

‘By 2050, over half of the world’s population will live in Asia. Yet the region does not grow the majority of the food it consumes. Land for agricultural purposes has not increased and has, in fact, decreased due to the degradation of land. With an estimated 9 billion people in the world to feed by 2050, how people eat and live is very important,’ Diane explained. She went on to elaborate that while in countries such as the United States and Australia close relationships exist between banks and farmers, the same cannot be said of Asia. ‘In Asia, there are so many farmers, but many of them are subsistence farmers and therefore “un-bankable”. For change to happen, we must find ways to reach more farmers.’

This leads us to the “Kickstart Food” campaign that Rabobank has launched in partnership with UN Environment. The programme has a US\$1 billion facility to finance sustainable agriculture using a combination of both private and public funding. The three-year programme is aimed at increasing food production by at least 60% by 2050 while at the same time decreasing the environmental footprint of the sector by 50%. Every region that Rabobank is active in is participating, so the programme is a global initiative.

The initiative has four key areas of focus:

Earth: sustainable and environmentally sound food production

Waste: reducing food waste throughout the food supply chain

Stability: creating a more stable and resilient food and agricultural sector

Nutrition: ensuring a healthy and balanced diet for everyone

According to Diane, ‘One third of food production is wasted. When there is an abundance of produce, the issue may be lack of food processing or lack of good infrastructure to transport the goods.’ Opportunities to facilitate the food and agriculture sector include acquiring, developing and applying technology to improve productivity. By providing farmers with the tools to improve farming practices, increased yields and a reduction in environmental impact would be benefits. Diane noted that, ‘There is great leapfrog potential for farmers in Asia if they are provided with the right new technology.’

‘Stability is equally important for farmers. The farmer doesn’t always know the price that he or she will get for their crop or which



A farmer standing in front of rice fields.

crop is the best to grow. Through open trade, new markets open up and prices should improve; there would be more stability and farmers would know the right crops to grow,’ said Diane.

Speaking about nutrition, Diane shared that ‘Globally, 800 million people don’t have a nutritious meal on a daily basis. In Asia, there are many people living in poverty without access to nutritious food.’

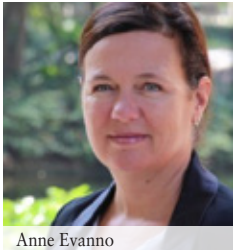
In order to address the issue of increasing food production with limited resources, aside from using new technology for agricultural production, Diane also mentioned improving water management; using drone technology (ie to check crops – where water is needed, where more protection is needed); clever ways to move food such as using small refrigerated boxes and reducing the number of touch points through implementation of smart logistical solutions. Simply put, there are many ways in which the issue is being tackled.

To support the continuous improvement of the methods used in food and agriculture production, Rabobank has committed resources to innovation in food and agriculture through its innovation platform, FoodBytes, and its investment fund, Terra. ‘We encourage and foster young people to develop ideas. We help them to bring the ideas to life with the support of big companies and help them to build their industry network,’ she said. ‘We have a knowledge intensive dedicated global team that plays an objective role in our innovation programmes. Our aim is to substantially increase the quality of existing arable land while protecting biodiversity and reducing climate change worldwide and to grow a better world together.’

As one of the largest financiers of trade flows in and out of Asia and through its food and agribusiness-focussed lending activities, Rabobank is reaching out to its clients and partners through the “Kickstart Food” campaign to courageously take steps together for a sustainable future. •

Mentorship: Sharing knowledge and experiences

■ By Anne Evanno, Assistant Director, Career Management Center Graduate Programs at the Chinese University of Hong Kong, anne.evanno@cuhk.edu.hk



Launch of Mentorship program

One of the main projects I have been working on since joining CUHK Business School in March last year, is the rebranding and restructuring of the CUHK MBA Mentorship program. Since 2003 the school has been running Mentorship programs for MBA students and this has helped to develop fruitful relationships and friendships between CUHK MBA students and MBA alumni. As a DutchCham member, I am thrilled that CUHK Business School has offered to sponsor the first edition of the Dutch Chamber of Commerce’s Mentorship program pairing young with senior professionals.

Sharing knowledge and exchange experiences

In today’s business environment of multiple challenges, rapid developments and disruptions, managing careers has become increasingly complex. I believe a powerful way to successfully develop careers is through mentoring. Mentors can provide mentees with informal guidance on important career transitions by sharing knowledge and experiences. A Mentorship Program is a safe yet informal partnership between mentees and mentors, as both parties can foster a learning and sharing environment, and become part of a wider support network. Mentors and mentees will engage in building trustful relationships, in which mentees are offered personal and professional guidance and are encouraged by mentors towards self-development. Mentors are also provided with an opportunity to develop and strengthen their own coaching, mentoring and leadership skills.

Broaden professional networks

Mentors and mentees are matched according to specific areas of work and interests and are expected to meet throughout the program based on an agreed schedule. During the meetings, mentors and mentees are encouraged to discuss and share information on subjects such as career planning, career change, leadership, networking, work-life balance and lifelong education. Topics for discussion should be based on areas which mentees and mentors find appropriate, suitable and interesting. Potential themes can include:

- Goal setting: 1 year, 3 year or 5 year plans. How can these be successfully accomplished?
- Career development: How to improve and advance?
- Opportunities and networking: What job opportunities exist? What are the best platforms for networking?

- Common interests: What are some of the non-work related interests which can build the relationship and support learning?

Mentorship events

The Mentorship kick-off event took place in September and mentors and mentees were invited to a Mentorship Coaching Workshop facilitated by Executive Coach Bart de Wit. In November at CUHK’s Town Center, a workshop on ‘Leading across Cultures’ was co-presented by Executive Coaches, Bart de Wit, MD of Bluwater Consultants and Case Everaert, MD Asia of Black Isle Group. The program will include another workshop in March.

In my view mentorship programs’ objectives are to build character, strengthen leadership skills and create a network of support and connections for mentees and mentors. Mentorship is based on a ‘win/win’ approach for all participants and can help to develop supportive and long lasting friendships. •



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Introduction of Dutch Chamber’s new Board Members

Jacob Feenstra and Bart de Wit recently joined the Dutch Chamber Board of Directors. Jacob is the chairman of the PR&Pub committee, in charge of i.a. this magazine. Bart is responsible for memberships.

■ By Jacob Feenstra, Head of Sales at Campfire, jacob.feenstra@campfire.work, www.campfire.work & Bart de Wit, Managing Director Bluwater Consultants, bart@bluwaterconsultants.com



Jacob Feenstra

It’s almost two years since I arrived in Hong Kong, though it feels as if I’ve been here much longer already. In my second week I was introduced to the Dutch Chamber and quickly got educated on the importance of Chamber of Commerce activity and business networks in Hong Kong and through this also got reconnected with my Dutch heritage.

I was born in Leeuwarden in Friesland and as a 12-year-old emigrated to New Zealand, where the family tradition in the Dutch Bakery business continued and I learnt first hand from a young age that running a successful business requires a passion for what you create and deliver as well as plenty of hard work. This work ethos certainly has helped me along life’s journey and definitely applies to the very competitive work environments in Hong Kong.

Leaving New Zealand in 1992, I moved back to Holland and studied at the School of Hotel Management in Groningen before starting a career in hospitality. My career path developed organically and had me move across six countries for over 22



Jacob Feenstra



Bart de Wit

years before bringing me to Hong Kong with my previous Australian employer.

I quickly learnt that the purpose of being involved in Chamber activity, and the true value of membership and committees lies in the authentic business and personal relationships that are established over time.

Although I initially misunderstood Chamber events to be a sales platform, where I made the rookie mistake of networking with a sales hat on, I quickly learnt that the purpose of being involved in Chamber activity, and the true value of membership and committees lies in the authentic business and personal relationships that are established over time.

My networks and personal development could not have been accelerated the way they have, had I not gotten involved in the Dutch and other Chamber of Commerce activities. Whilst some Chambers may have a larger member base and through this could present greater business opportunity, it is often the Chamber where your heritage lies which can offer the greatest rewards.

This is why I joined the PR&Pub Committee for DutchCham Magazine last year, got more involved and was able to host business events for both the Dutch Chamber of Commerce and the Nederlandse Vereniging.

For many people, developing a professional network is an important element of living in Hong Kong. A good network can present opportunities for business and personal or career development. Through the network that I had established, I recently got introduced into my current role as Head of Sales for Campfire Collaborative Spaces, a Hong Kong co-working start-up that is going global in 2018. This would have been a lot harder to achieve had it not been through the people I met and was introduced to through the Dutch and other Chamber of Commerce.

It’s been a pleasure to join the board as Chair of the PR&Pub Committee, where I hope that as a committee we will continue to deliver great content for the magazine, to highlight the diversity of our Dutch Chamber member base and where as a Board we assist in developing the Dutch Chamber member connectivity.

Bart de Wit

Peoples’ lives journeys often makes great stories. We travel, we change jobs and move house, live in another city and some of us move country because our job takes us there. Here in Hong Kong many of us have such great stories to tell; what got us here, how we experience life and what makes us want to stay in this amazing city.

Within the Dutch Chamber community we all have many such



Here in Hong Kong many of us have such great stories to tell; what got us here, how we experience life and what makes us want to stay in this amazing city.

stories to share. This is what connects, inspires, learn and support us and makes the Dutch Chamber a great place to be. I’m happy to be part of this community and now even more excited to connect with new members and promote the Dutch Chamber as a new Board Member.

In 2012 I followed my partner Jelle to Hong Kong. I had no job, no network and had the idea to start my own business in Leadership Development. Becoming a member of the Dutch Chamber happened to be a good first step for me. I met others who, like myself, at one point came to Hong Kong and started their businesses. The experiences they shared were valuable, I learned how to network and become part of it, got introductions and at some point I was picking up work as a business coach for SME’s and by now becoming a Business Partner for some global Hong Kong-based companies.

Over the years I’ve been lucky to have met many great, inspiring people who were kind enough to help me and allowed me to help them. Hard work pays off but the connections I’ve made and keep making have been crucial. Therefore I hope to be able to pay back and support other potential, new and present Dutch Chamber members to further connect, inspire and support. I specifically want to better understand what members need, what role the Dutch Chamber can play and, at the same time, enhance sharing of our stories.

I hope to meet many of you this year of the Dog. •

Building the next generation platform for corporate gifting

Building the next generation platform for corporate gifting, that’s what we set out to do over one year ago with our start-up, EcoMatcher.

■ By Maarten Swemmer, Co-founder & CTO at EcoMatcher Ltd., maarten@ecomatcher.com, www.ecomatcher.com



The present problem with corporate gifting is that it almost always includes physical products that pollute the environment, like plastic pens or USB sticks. And most of the time we just throw them away or they slowly become useless in a drawer somewhere. If instead of giving a plastic pen, companies would be able to ‘give’ a visible contribution to an environmental cause, that would solve the problem of pollution and contribute to something good at the same time!

If you want to give your start-up a flying start (and you do!), it helps to join one of the many accelerator programs organised by different commercial companies and non-profit organisations. Start-up accelerators are fixed-term, cohort-based programs, that include mentorship and educational components and culminate in a public pitch event or demo day (definition from Wikipedia). Make sure that the program fits your own interests and vision, as there is quite a lot of choice available.

We started our own journey with an accelerator run by SOW Asia. This accelerator focusses on start-ups that want to boost their social and/or environmental impact. Our first environmental cause was a tree planting organisation on Java (Trees4Trees) and with that, Ecomatcher addressed both environmental and social issues. The match with SOW Asia was, therefore, quite natural. Next, the program pretty much provided what is described in the definition above, and at the end of the program, we had a much stronger proposition and a first minimal viable product.

From there we have started selling our services, built partnerships with more tree planting organisations, gone through our first funding round and we have hired our first developers to extend the supporting technology platform. We have also extended our target market to employee and customer engagement in a broader sense and we are continuously extending the functionality of the platform based on feedback from the market. At the same time, based on the same feedback and to simplify our message, we have, for now, decided to limit the environmental causes to tree planting.

The Vision

Tree planning is both an effective way to counter climate change, and has a strong symbolic value for environmental improvement. Based on market research, we know however, that a lack of transparency in current tree planting initiatives (and other environmental initiatives) creates unnecessary distrust from consumers (“Are those trees really there?”). We solve that by informing end-customers in detail about the whereabouts and details of individual trees.

The Technology

We use a technology platform to provide end to end transparency about the trees we plant. This platform is built around three components: TreeCorder, an app for NGOs to register trees, TreeManager for companies to adopt and give trees and TreeTracker for consumers to track and get informed about their trees. To be able to start small and scale fast, we choose three technologies to base the platform on: First, WordPress, which we have extensive experience with it in-house. It offers a lot of out-of-the-box functionality for creating customer facing user interfaces. Second, AWS (Amazon Web Services) for easy and infinite scalability of the supporting infrastructure. Last but not least, a satellite maps provider to show the location and details of the trees. We started with Google Maps and added Bing Maps for the Chinese market (where Google does not work). We recently changed to Bing Maps as the default satellite map in our TreeTracker, because it seems our customers like Bing Maps satellite imagery more. One way of ensuring both direction and flexibility in development is that every decision we make to create concrete functionality now, needs to also be a step in the direction of possible features we might need in the future.



The Challenge

The biggest challenge for a start-up is a lack of resources. We’re still a small team and we acknowledge our limited skillset. We cope with that by working lean and agile. This means more than ever listening to the market before creating the tools to provide services. We involve specialists on a part-time basis or as consultants when needed. We use grants from the Hong Kong government, for example, to cover part of our marketing cost. In a small team, the lines are short and by working Agile (using Scrum) we improve iteratively and fast.

The drive

The beauty of working in a start-up is that you are shaping the future. Not only your own future, but also a little bit the future of the world. We are driven by a realisation that if we want the world to solve its environmental problems, we need to take the initiative. We invite you to join us! •

New challenges for trade and retail companies

Just before entering into 2018, the European Commission published three new regulations that will significantly affect companies and individuals who sell consumer products to European customers, including so-called Amazon traders, AliExpress direct deliveries and the sellers via the eBay platform.



■ By Maarten van der Dussen, ProductIP HK Ltd

The new regulations introduce challenges, especially for companies that supply directly from Asia to consumers/users within the European Union. The European Commission aims to make the flow of millions of individual products more transparent and increase the effectiveness of checks at the borders where the goods come in.

As a result, ...

- A product can only be made available on the market if a person responsible for compliance information is established in the European Union and can be a direct interlocutor for market surveillance authorities. This person could be the manufacturer, the importer or any other economic operator mandated by the manufacturer.
- The identity and contact details of the person (natural or legal) responsible for compliance information with respect to the product shall be indicated on or identifiable from information on the product, it’s packaging, the parcel or an accompanying document.

This will impose a substantial burden for direct import to consumers; you can solve this problem through the ProductIP online knowledge and compliance management platform, and the EU-Authorized Representative services. Compliance is usually significantly less of

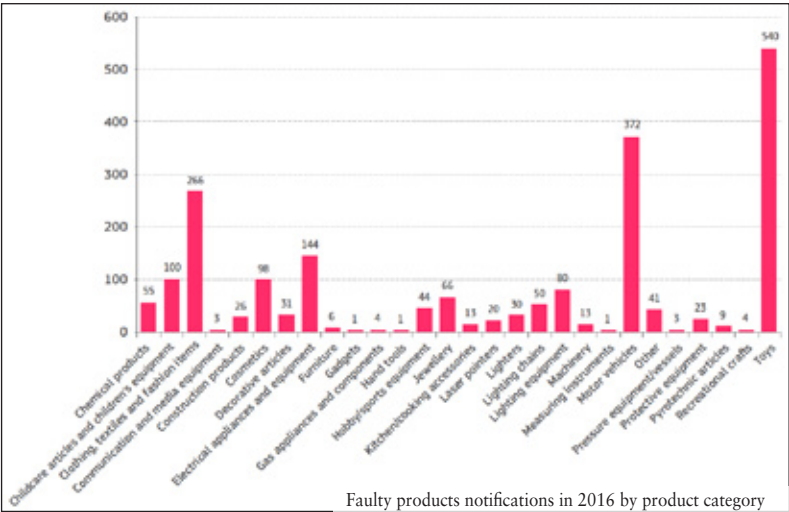
a burden, when companies and individual traders have organised their information efficiently and readily accessible.

We believe it is possible to supply good and compliant products at an acceptable low price; several successful retail companies are the living example of that. And in the end, the consumers will benefit.

The EU Commission (The Commission) has released on December 19th, 2017 several legislative proposals to make it easier for companies to sell their products across Europe. The first two are a combination of an update of the New Legislative Framework into a new Regulation on Compliance and Enforcement, and a new Regulation on the Mutual Recognition of Goods. There is a third document that is relevant and it refers to the Single Digital Gateway. Basic purpose is to ‘repair’ the current situation as to the free flow of goods within the European Union, and provide for more market supervision to protect the consumer from faulty products.

Stay tuned: seminar events will follow! •

Important to note!
The European Union is also stepping up efforts to protect the privacy of consumers and regulates the way that companies need to deal with information that is related to individuals.
The General Data Protection Regulation (GDPR), becomes mandatory per May 2018.



Healthy ageing in the 21st century

Like many developed societies, Hong Kong is facing an ageing population with increasing median age, record-breaking life expectancies, shrinking ratio of the labour force to the elderly population, and an increased pressure on the social welfare and health care system.

■ Dr Jennifer Myint, Specialist in Geriatric Medicine, Gleneagles Hong Kong Hospital

According to Hong Kong Population Projections for 2017-2066 published by the Census and Statistics Department in October 2017, ageing is expected to continue. It will accelerate notably in the coming 20 years, and will be most rapid in the coming 10 years. With post-war baby boomers entering old age, the number of elderly persons aged 65 and over is projected to increase sharply by 57% from 1.16 million (17% of the total population) in 2016 to 1.82 million (25%) in 2026. It will further increase by 30% to 2.37 million (31%) in 2036. By that time, there will be 1 elderly person in every 3 people in Hong Kong. The mean life expectancy at birth currently is 87.3 for females and 81.3 for males as of 2016 and is among the top in the developed world.

Welfare planners and policy makers are predicting a challenging time ahead. Academics have suggested remedies such as allowing increased immigration, making better use of older workers, or raising the retirement age.

On an individual level, what we can do to equip ourselves and our family for these challenging times is to stay healthy and stay active. Disease and disability need not be the natural consequences of ageing. But chronic non-communicable diseases, like dementia, heart disease, stroke, cancer, chronic lung diseases and diabetes are causing disabilities and death in unprecedented fashion. The key risk factors in each case are age and lifestyle. Their rise has been driven primarily by four things: tobacco use, physical inactivity, the harmful use of alcohol and unhealthy diets – all of which can be managed by the individual.

It is important to reach a paradigm shift from episodic, reactive care to continuous, proactive care. Early prevention of disease and disability is integral to compressing the burden of illness before death and thus ensuring quality of life. Without this fundamental change, health care systems risk becoming overwhelmed in the face of the silver tsunami.

The Steering Committee on Population Policy stated in its public engagement exercise on population policy in 2014 that we should also prepare for the opportunities that come with an ageing society. Future generations of elderly people will be healthier and more energetic. They will be better connected to society, better educated, more individualised in lifestyle and more independent in planning and taking care of their needs. These factors will open up new economic and social opportunities for this group as well as for the community.

According to the World Health Organization, active ageing is the process of optimising opportunities for health, participation and security in order to enhance quality of life as people age. Active healthy ageing is a balance of physical and mental health with environmental, social and economic factors conducive for health maintenance in the community. Exercise and nutrition are integral to this end with preventative measures taken by minimising risk factors, vaccination and regular health checks. Cancer screening for colonic cancer, breast and cervical cancer is being promoted by the government, but we should also confront the impending pandemic of dementia, frailty and osteoporosis in this area of the world on an individual and societal level. •



photos courtesy of Gleneagles Hong Kong Hospital

IP Protection Strategies in China for Start-ups

For small start-ups the prospect of where to even start with an IP strategy can oftentimes be a daunting task as other concerns like building a good team, structuring the company, attracting investment and developing the product tend to take up all the time and attention of the business owners.

■ By Helika Jurgenson, China IPR SME Helpdesk, question@china-iprhelpdesk.eu, www.ipr-hub.eu

At the same time, a robust IP Strategy is crucial for business' success when planning to enter the lucrative market of China. Besides helping the start-ups to protect their innovations from competitors, IP assets can also be a significant pull-factor when attracting investors.

Protect your inventions with patents

Patent protection is extremely important for start-ups as patents protect innovations, limit competition and help to defend against claims of infringement by other companies producing similar products. Furthermore, patents can attract investors, which is fundamental for start-ups. Thus it is important to apply for patent protection in China when planning to enter its market.

China has three types of patents: invention patents, utility model patents, and design patents. For hardware inventions, all three should be considered because each can help to protect your product in different ways.

An invention patent is granted for innovations in the field of technology that are new and inventive over the prior art (any information relating to the invention which has already been made public), and that possess practical applicability. A utility model patent is granted for new technical solutions relating to the shape and/or structure of an object. In general, the degree of invention required for a utility model patent is not as high as for invention patents and these patents are often used for upgrades. A design patent is granted for original designs relating to the shape, pattern, colour or a combination of an object and it protects the 'look' – or cosmetic appeal – of a product.

Start-ups should keep in mind that patents are granted under the 'first-to-file' rule, meaning that timely patent protection in China for each and every innovation is absolutely crucial.

Invention patents are protected for 20 years while utility models and design patents are protected for 10 years. The average duration of application/registration procedure is 3 to 5 years for invention patents while for utility/design patents it amounts to 1 year. In order to obtain enforceable protection rights as soon as possible, it is advisable to file a utility and invention patent application in parallel, and abandon the utility model patent once the invention patent has been issued.

Start-ups should keep in mind that patents are granted under the 'first-to-file' rule, meaning that timely patent protection in China for each and every innovation is absolutely crucial.

Don't forget to protect your trade mark

In start-up industry, competition is fierce and companies also invest considerably into branding in order to distinguish their products from the products of others. It would thus be devastating if someone else started to use a similar trade mark and benefit from the hard work of the original trade mark owner. Furthermore, it is particularly important to register trade marks in China because 'bad-faith' registrations is still a major problem in the country. Bad-faith registrations exist where a third party (not the legitimate owner of the mark) first registers the mark in China, thereby preventing the legitimate owner from registering it in the country. These unscrupulous companies would normally try to resell the trade mark back to its legitimate owner at an inflated price. It is also not uncommon that these trade mark hijackers try to sue the original brand owner for allegedly violating their registered trade mark rights in China. Forgetting to registering a trade mark in China could thus very easily end the start-ups' business endeavor in China.

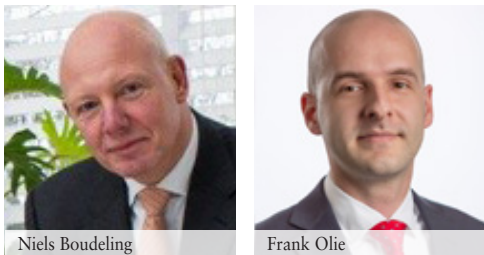
When registering a trade mark in China, SMEs should keep in mind that trade mark registration classes (according to Nice Classification) are further divided into sub-classes in China. It is important to register the trade mark for the correct class and subclasses. If sub-classes are not designated in the application, the China Trade Mark Office (CTMO) examiner will decide which subclasses registration the applicant will receive, which might not be the most desired one for the applicant. Furthermore, if an SME forgets to register in all of the relevant subclasses, unscrupulous companies may register the SME's trade mark in these subclasses themselves.

As the registration of a trade mark in original Roman characters does not automatically protect the trade mark against the use or registration of the same or similar trade mark written in Chinese characters, it is highly advisable to additionally register a version of a trade mark also in Chinese characters. •

Mentoring and learning on one’s own terms

Mentorship plays an important role in helping people to achieve career aspirations as well as set and meet their personal and professional goals. We spoke with a mentor-mentee team about their experience in the Dutch Chamber Mentorship Program and their aspirations for the future.

■ By Donna Mah



Dutch Chamber Mentorship Program Kickoff event

Quality mentoring can provide personal support as well as professional socialisation that can help mentees with personal development and to enhance the chances of professional success. The Dutch Chamber of Commerce in Hong Kong has launched its mentorship program matching ambitious young executives and entrepreneurs with senior leaders in various industries to provide mentees and mentors with the opportunity to broaden and deepen their social network, learn from each other and to work as a team. The program is sponsored by CUHK Business School and runs from September 2017 to May 2018.

Mentor-mentee team of Niels Boudeling, Chief Financial Officer – Asia, Rabobank and Frank Olie, Operations Specialist, Robeco spoke with us about their experience thus far in the program.

Please tell us a bit about yourself and your experience in Hong Kong/Asia.

Niels: In 2014, I joined the international division of Rabobank as CFO for Asia, based in Hong Kong. In the four years that my wife and I have been in Hong Kong, we have found our work and social

lives to be very active and vibrant. In fact, the vibrancy of Asia has been quite a welcome change from our lives in the Netherlands. I sometimes think to myself, ‘Wow! How can this be [that I live here]?’

Hong Kong is the regional head office for Rabobank. I meet many visitors from the other locations in Asia and from our headquarters in Utrecht here. On weekends, I like to ride my motorbike and go hiking – which are easily accessible activities in Hong Kong. There is a great deal of nature to explore in Hong Kong.

Frank: I arrived in Hong Kong a little more than half a year ago to set up the operations unit for Robeco. All operations work was previously done in the Rotterdam office where I was previously based. In Rotterdam, we had shifts to handle each market, so basically, we have moved the morning shift to Hong Kong.

For me, being in Hong Kong is very different from being in the Netherlands. In the Netherlands, if you hang out with a group of friends they’re less likely to invite an outsider, whereas here everyone is invited to everything, and invitations are often then extended to friends of friends. It’s wonderful! I’ve met so many people from different places and backgrounds here.

The city boasts a skyline with many skyscrapers, but is also home to beaches and many country parks offering hikes surrounded by greenery. It is also centrally located for travel in the region, which is great if you like diving.

What have you found interesting about living in Asia?

Frank: The people I’ve met have been very helpful and I’ve learned a lot. I am based in the central hub for the region and am in contact with many of our regional offices. In doing so, I’ve learned a lot about cultural differences in the region. I usually say what I mean and I think that people appreciate that. It may not be the same way that they share information though and that’s where my colleagues have been very good about explaining things to me.

Niels: We have about 200 people in our Hong Kong office here with about 17 different nationalities. I have found it to be very rewarding working here. People contribute to solutions, are dedicated, competitive and have a fighting spirit. They don’t give up easily and work hard to achieve targets. Compared to other locations in Asia, I’ve also noticed that staff are quite loyal here. In Hong Kong, it isn’t uncommon for people to change jobs every 2-3 years, but we have many members of staff who have been with Rabobank for a longer time.

What are some challenges you’ve faced working in Hong Kong/Asia?

Niels: Where in prior roles I often had to temper colleagues to properly manage and coordinate change, here in Hong Kong the emphasis is more on stimulating change. There is no right or wrong here, but it is different.

Frank: Some of my local friends have talked to me about how they would like to change things in the companies where they work.

However, if they work in more traditional companies – both international and local – they end up being put in their place for making suggestions that are not in line with what is currently done. It is a bit discouraging for them, but it’s good that they are thinking about making changes.

Niels: In my view, the ‘first-mover advantage’ is something that isn’t always taken into consideration. The gap can grow very big, very quickly. The aggressiveness to innovate seems to be lacking a bit. Risk-taking is not always encouraged.

What motivated you to participate in the Dutch Chamber mentorship program?

Niels: I wish I had had a mentor myself! I could have really benefited from having a mentor. Someone to talk to me about perceptions and offer a systematic approach to my professional growth and development. Having an experienced business person to offer guidance and help with specific issues, such as how to create influence in a management committee, is incredibly valuable.

As a mentor, I think that it is good to share knowledge. To contribute to the future and development of others. To do the right thing. It’s something that I personally, and Rabobank, believe in.

There is a lot of change going on in the world at the moment. In this time of change, I’ve noticed that there are more requests for mentoring and coaching. Who is certain about the future? I think it is good to be able to share, especially when there is lots of uncertainty.

Frank: For me, it has been very helpful to reflect and think about how things have turned out. What went well, what could have been done better or handled in a different way? It’s good to be able to talk to someone more experienced, an outside observer, who can offer suggestions for improvement.

I’ve received helpful suggestions to improve my personal presentation, handling situations with local counterparts, goal setting (reality check!), analysing my current situation and basically getting me to move out of my comfort zone.

Certain views and ideas that are new to me have encouraged me to explore further. In the Netherlands, I think I would spend more time at home, if only because of the weather. Here, I am motivated to explore more. I’m also working on making a good first impression and improving my presentation to clients. I am practising and will continue to reflect and fine-tune my presentation.

Niels: For many people, talking with a foreigner who is not in your field requires courage. Not everyone is comfortable in these situations.

In a mentor-mentee relationship, we work together to discover issues and look at ways to work them out. My role as mentor is to walk together with my mentee to figure out the path or paths to take. I’m a go-getter and not the most patient person, but I’ve learned to be patient. To listen. Walking the path together means that I’m not jumping in and giving advice. It’s about me really taking the time to listen, digest and then work together on an action plan. Learning is better when it is on one’s own terms and pace.

Lead Story

What have you gained from working together?

Frank: What I learn from being mentored goes back to my office. I apply what I have learned and I also talk to my colleagues about the things I've learned. A lot of what we do during our mentoring sessions is to discuss things and I find that really helps me to see situations in different ways. It also helps me to see how I can handle or manage these situations. Through experience sharing, I hope that what I learn can also help others in my workplace.

Niels: This mentorship role has made me aware that I can use my experience in business, and in finance in particular, to help others. Of course becoming a coach requires proper training in conjunction with practical experience, so that may be something I will pursue in the future. I realise that coaching or mentoring is quite a responsibility and if you want to do this right, you have to take it seriously.

Frank: We learned in a mentorship group workshop that in Asia people don't necessarily want to stand out. It's something that was brought out in the workshop and in conversations I've had with people here. I think it is important to ask 'why?' to understand why things are the way they are, so you can apply this in daily life.

Niels: Questions always arise through conversation.

The rise of FinTechs, block chain, robotics and artificial intelligence means that we are experiencing a time of change in which many people feel insecure about their future. People and companies alike are soul searching. I believe they have a better chance of understand

their opportunities in this changing future if they understand themselves better.

Would you recommend mentoring to others?

Frank: Yes, definitely. Having someone to talk with about goals, daily life, your beliefs and cultural differences does have an effect. It can help bolster confidence, improve one's outlook and boost performance.

Niels: A lot of people are on their own in Hong Kong. It is good to have someone to bounce business issues off of. This person can be a colleague, but someone outside of the workplace can also offer a different perspective.

What has been the hardest part about being a mentor for you, Niels?

Niels: Not giving advice. It's important to work things out together, so I have been working on listening and guiding rather than giving advice.

And for you, Frank, what is the most important thing you've gained from being a mentee thus far?

Frank: First impressions and how you come across are important.

Also, questions that I have are questions that other may have as well. They have relevance to others. I am able to share the information and knowledge that I've gained from this mentorship. •



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Passing the pen

Who am I: I was born and raised in Curacao before I set sail for the Netherlands for my bachelor’s degree. While in Holland I decided to study Asian Trade Management/Business Studies specialising in China/Mandarin and move to China. After having lived and worked in Shanghai and Beijing, I decided to pursue my master’s degree in San Francisco before returning to Asia.

My professional background is: As a kid I had always wanted to follow in my father’s footsteps and become a vet, however, before I knew it, I was studying Chinese and writing quantitative marketing reports for a Dutch IT company in Shanghai. I liked the analytical aspect of my job at the time and decided that I wanted to further specialise in international marketing and help start-ups in Silicon Valley. It was there that I started working for a fund administrator (Citco, a Curacao founded company) and decided that I would like to continue my career in this field. So when I moved to Hong Kong four years ago, I did just that.

I work for: The ZEDRA Group’s Hong Kong office since late 2016. ZEDRA was acquired from Barclays in January 2016 by an independent investor group with a significant combined wealth of trust, corporate and fund industry experience and know-how. The backbone of our business lies in the strong commitment and long track record of a highly experienced team, building trusted relationships and encouraging entrepreneurial spirit. We are committed to our motto “Do More. Achieve More” and this commitment underpins everything we do.

I moved to Hong Kong because ... after completing my master’s degree I decided to move to Hong Kong to start my career in the financial services industry. It’s been four years and I am still enjoying every minute of it!

As a Young Professional in Hong Kong I ... am not only kept busy at work but have managed to find some great boards / charity organisations to be part of. I am part of the Dutch Chamber’s Young Professional Committee, and since last summer I became the Treasurer for the Dutch Hockey Club, which oversees four adult teams and one kids team (if you are interested, reach out to Michael Koppert, Liesbeth van der Zee or me!). I am also part of The Association of Round Tables in Hong Kong, a charity which organises a 24-hour pedal kart charity grand prix to raise money that will be then go to local NGOs in Hong Kong and neighbouring countries.

My most remarkable work story is: Unfortunately due to confidentiality I won’t be able to share any specific client related stories, but needless to say having been in Hong Kong for many years you come across a range of entrepreneurs from all parts of the world. It is extremely interesting to meet these entrepreneurs and hear them tell their stories and goals.

I find most of my business contacts through: Networking events. In Hong Kong it is all about the networking events! Not only are these events great to meet business contacts, it’s also a way to meet people from all walks of life. Some of my best friendships are a result of attending such events.

25 years ago I was ... 4 years old and watching *The Lion King*.

One day I will be: Running my own vineyard in Africa. •



The Next Generation

An interesting topic. So, the question is: the next generation ... of what? In the Go Green column, the obvious thing to talk about is what our future environment would look like and how younger (next) generations are the ones to achieve this.



■ By Bernard F. Scheffens, CEO, WSS Asia Ltd.

The next generation will have to live with what the previous generations leave behind, so they therefore have a big stake in what their environment looks like years from now. But does that mean we don’t need to do something; that the next generation will have to do it?

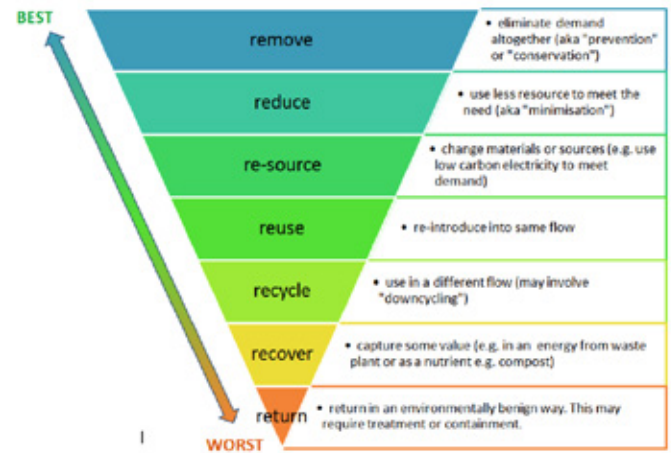
I don’t think so. Yes, the young ones want a different approach to sustainability. Yes, the young ones are the future leaders. And yes, they need all generations to get this going. We are all in this together. And what would that be?

To start with, the younger people need to understand how to live their lives in a way that they can prosper, and at the same time take care of our precious environment. Education and communication is vital to raise this generation in a different way than before. But the previous generations should not be excused.

They have the responsibility to take a number of measures:

First, to create a sustainable environment, it is mandatory to have a decent environmental law in place, including regulations for specific treatments of waste and an effective enforcement policy. All of this will add to the cost of a clean environment, or do we think we can pollute and somebody else will pick up the bill?

Second, the organisation and logistics play an important role: are we willing to separate waste at the source in order to create valuable fractions? Who should do this? How do we bring these separated fractions from high rises to the containers below, ready to be picked up? Who is transporting this to the recycling companies so they can transform this into new resources? And who will buy this to do so?



Third, this flow of events needs to be an integrated chain of events, which will all cost to get the job done. The cleaner the fractions, the higher the value, the more one can reduce to cost of the chain to clean up what we, on a daily basis, generate in waste.

It ends up in a formula:

Yield 7R’s -/- Cost Waste Management Process = Net Cost

Back to the next generation. Do we really think it is only up to them to get it done? Not our problem? The pollution is a threat to the earth, to our health, to us all. By which the question is answered: it touches upon all of us.

But we can bring the next generation into a position that they can take forward, by using the skills and expertise of professionals, companies and government, the present generation, to cooperate and examine the flow of events, identify each actor in the chain and ensure they all can execute the task they have in a financially sustainable way.

Another important aspect is the incentive people should have to do the right thing. People, corporations, all of us, are in principle, driven by incentives. And that is a crucial point. What kind of incentives should be implemented to change the behaviour of all of us?

In high level performing countries there is a balance between ‘punishment’ and ‘reward’. The punishment should be there to make people aware that this behaviour will not be accepted, and at the same time, the reward is there to promote good behaviour and doing this by translating this into financial incentives.

In Hong Kong, the designated bags with the tax imposed, are the ‘negative’ aspect of the incentive and influences behaviour. Here we are talking about reduction of solid waste by dumping less in the landfills. It is a step forward. But what about the reward? Should we bring in rewards to motivate people as well? From a financial perspective, the “pay-as-you-throw” principle comes to mind. The optimal individual behaviour can only be achieved, when a reward can be obtained when not only reducing waste, but to be rewarded for doing so by separating waste into clean, valuable fractions and therefore ‘ease the pain’. Because cleaning up will always cost.

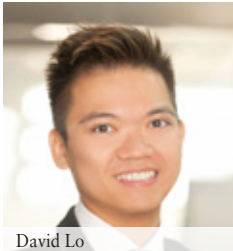
In such a complex process, we cannot bank on the next generation only. We all have to be involved. And it will take time to reach our goals. But that’s okay. As long as we all realise that all generations must deal with this problem. •

Are you ready to be a young entrepreneur?

■ By Willem Jan Hoogland (taxservices@hkwj-taxlaw.hk) and
David Lo (david.lo@hkwj-taxlaw.hk), HKWJ Tax Law & Partners Limited



Willem Jan Hoogland



David Lo

Have you ever thought of creating your own business? Some people are of the view that it would be especially good for the young generation to start their own business due to their creativity, flexibility, hunger for success, fearlessness and technological knowledge. The young entrepreneurs are capable of bringing new ideas and skills to the traditional business/industries. Facebook, Instagram and ‘ofo’ are all good examples of startups by young entrepreneurs.

Favourable factors for starting up a new business

For the last 15 years, Mainland China has been undergoing an economic restructuring i.e. from focusing on the traditional manufacturing industries it went into the development of new innovation and technology industries. With the implementation of the “One Belt One Road Initiative”, the Chinese market will be further opened and the business opportunities will be further enhanced, not only in Mainland China but also in Hong Kong and other connected jurisdictions.

(a) Mainland China

The Chinese government authorities have introduced a number of policies to support start-ups/SMEs. For example, there are some favourable tax treatments, such as (i) the reduction of enterprise income tax rate from 25% to 15% for those entities qualified as a high technology enterprise; (ii) the reduction of enterprise income tax rate from 25% to 20% as well as reduction of assessable income by half for those enterprises whose annual assessable income is not more than RMB 500,000; and (iii) the utilisation of certain percentage of investment capital to offset the enterprise income tax liabilities for those eligible start-up investment enterprises, provided that certain conditions can be satisfied.

(b) Hong Kong

Hong Kong is also an ideal place for investments by youngsters. It is considered as the world’s freest economy and has well established banking and legal systems. From a tax point of view, Hong Kong adopts a simple and low tax regime. With a view to reduce the tax burdens of companies, Hong Kong has offered a tax reduction at the maximum of HKD 20,000 for each enterprise per year in recent years. The Chief Executive of Hong Kong has further proposed a two-tiered profits tax rate regime whereby the profits tax rate for the first HKD 2 million assessable profits of a corporation will be reduced from 16.5% to 8.25%, which is subject to legislation. Moreover, certain tax incentive policies have been introduced for encouraging research and development as well as purchasing intellectual property rights.

Hong Kong also provides financial support for start-up enterprises, such as (i) implementing SME Financial Guarantee

Scheme; (ii) establishing a HKD 2 billion Innovation and Technology Venture Fund which will co-invest in local innovation and technology start-ups; and (iii) introducing a Pilot Technology Voucher Programme to subsidise the use of technological services and solutions by SMEs at the maximum of HKD 200,000 for each eligible SME.

Apart from the government’s support, some private enterprises in Hong Kong have been setting up investment funds such as Alibaba Entrepreneurs Fund to support young people’s start-ups in Hong Kong and also encourage them to start their own business in Mainland China. The aforesaid fund has assisted more than 10 start-ups in Hong Kong in the past two years.

Matters to be considered in establishing a new company

Although there are a number of business opportunities and government supporting policies, young entrepreneurs have to be well aware of the legal and tax requirements/consequences of setting up a company in Mainland China and/or Hong Kong. For example, it is required to supply relevant information and documents and obtain approval from several government authorities before a company can be set up in Mainland China. It is also required to provide, amongst others, a comprehensive business plan together with the relevant documents/information to banks for opening a new corporate bank account in Hong Kong.

When setting up a new company in Mainland China/Hong Kong, it is recommended that entrepreneurs consider in advance, amongst others, (i) what kind of business he/she would like to conduct; (ii) whether the business is encouraged, permitted, restricted or prohibited in Mainland China; (iii) in which city of Mainland China he/she would like to set up the company due to the potential different policies among the industries and cities; (iv) what is the mode of business operation, e.g. whether import and/or export of goods will be conducted for which import/export licenses may be required; (v) the shareholding structure and the incorporation form of the company for the purpose of achieving tax efficiency; (vi) what are the tax implications of the intended business transactions in all the relevant tax jurisdictions; and (vii) who should be the directors/legal representative of the company.

Conclusion

There are plenty of business opportunities in Mainland China and Hong Kong. Young people may use their talents and knowledge to grasp these opportunities and develop their own business. By paying attention to the related legal and tax issues, their business can be operated even more smoothly and profitable. •

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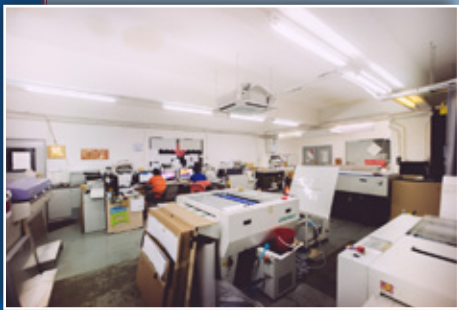
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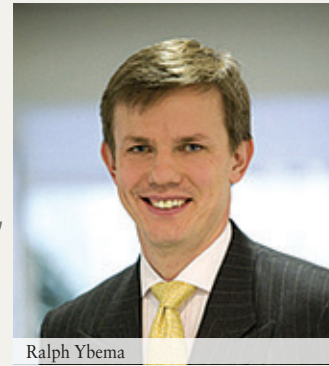


In-house pre-press and finishing

Next generation

*"You'll learn much more, than I'll ever know."
– Louis Armstrong, What a Wonderful World*

■ Column by Ralph Ybema, rybema@chinaltd.com.hk



Ralph Ybema

This year 5 December was not just Sinterklaas for us, but also the day on which I was voted in as Chairman of the Discovery Bay Pirates, a multi-faceted sports association for rugby, field hockey, netball and dragon boating. The jury is still out as to whether this new role represents the "lekkers" or the "roe", so if I find myself in Spain this time next year I guess we'll know.

Not that I am afraid of Sinterklaas any longer, mind. Given the violent online reaction to this year's appearance of Zwarte Pieten in DB, I am convinced that before long there won't be any left to put me in a bag and carry me off on the steamer back to Spain. Best guess is the fate of the naughty will soon be morphed into a politically correct "reintegration experience", consisting of a gender-reversed role play with a Sinterklazien in red tank top and white briefs, assisted by transgender Pietronellas of exclusively African heritage with their faces and hands painted bright white ...

The violence of those reactions may not be a surprise to anyone with access to the internet, certainly not in the post-Obama era where even the US President does not seem bothered to apply anywhere near the level of nuance and sophistication that would befit his station in life.

In today's day and age of ultra-connectivity, instant sharing of newsfeeds across social media platforms and seamless transition between banter among friends and acquaintances and high-precision work-related messaging traffic, it is almost unavoidable that the nuance gets lost in online comments. Personally, I would think those who have something against the Sinterklaas and Zwarte Piet traditions should consider themselves cordially invited to not attend and mind their own business, but I am sure their detractors would brand that as the misogynistic ramblings of a grumpy old man from times long hence. "Bah, humbug!" and all that.

Of course, they are correct. For starters, I was born in the previous century. Then I am a lawyer by profession, meaning I actually care about outdated concepts

such as grammar and interpunction. Not to mention my penchant for colonial architecture: the Foreign Correspondent's Club building, the old Ice House, must be one of my favourites. How many 16-year-olds do you know who are even aware of its existence, much less give a rodent's backside?

And now for new challenges – the DB Pirates need a digital media strategy and with my children calling me a dinosaur for using LinkedIn, methinks someone else should be in charge of that one ... Building an attractive multi-media communication and representation platform for the club will be one of the core challenges and I find myself in need of teenagers to make it work.

The beauty of these youngsters is the speed at which they absorb knowledge, perhaps in contrast with the lack of awareness how far ahead that gets them in life. It seems to me that our children not only pick-up much more complex, worldly and frankly relevant matters in their childhood than we used to, they also do so in an infinitely more engaging, efficient and fun way than we ever did.

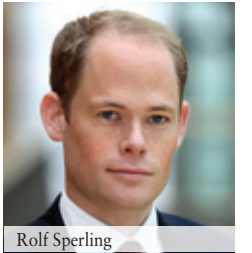
Searching for the word in Spanish (a language I am supposed to be near-fluent in?) my son not only finds it instantly, he also casually informs me there now is an app that lets you to speak into your phone in one language and the other person hears the translation – and vice versa! Need a shirt design for the rugby tour shirts to Paris, my daughter produces an intricate, and roaringly well-received, design in no time flat, using free apps exclusively. Even my seven-year old puts her mum and dad to shame by finding programmes and apps on the iPad well before we do.

I use the line "you know much more than you realise you know" for friends and staff I suspect do not see their own full potential. With this generation, it seems Louis Armstrong's immortal line stated above is the more accurate. The one consolation? Louis was WELL before my time! •

The future lawyer

ROSS, Clocktimizer and analytics platforms by LexisNexis and Bloomberg: increasingly intelligent 'legal tech' that may change how a lawyer operates in the future. More and more legal tech start-ups are trying to change (and ease) the work of lawyers and some innovations (like ROSS) may change the industry drastically. How is the industry changing by legal tech and can the conservative legal profession apply it in its daily practice?

■ By Rolf Sperling, Associate, Loyens & Loeff, rolf.sperling@loyensloeff.com



Rolf Sperling

Conservative?

Yes, the legal profession may be a bit conservative in adopting changes, but any hesitancy regarding change may be with good reason. Attorney-client privilege is a core principle of the profession and any (IT) changes that may put confidentiality at risk are often approached with great caution. In this time of 'big data', which equally applies to law firms, the amount of information available to a firm is massive. Imagine the number of clients and all of their cases and the level of IT safeguards that should be in place to protect such highly confidential information. On top of that 'attorney-client' data, there is the internal data of a firm, such as the business and knowhow side of a firm. It is clear that any security problem with a firm's IT system can lead to substantial (reputational) damage to a firm and its clients, with the Panama Papers and Paradise Papers as recent examples. Although all this information, and the core principle of the profession have to be protected, the profession should not stand still altogether. Luckily it doesn't.

Developments

Of course lawyers do keep up with new developments and already use plenty of tools that make their jobs easier. This includes automated drafting of contracts, machine learning for automated due diligence or client portals that allow clients to access their cases or certain templates. Are times a changing for the legal industry even more dramatically: can lawyers be replaced by machines? It starts with legal databases like Westlaw, Law Order and LexisNexis, which make researching literature and case law a lot easier. Now these databases are also developing advanced analytics tools. Lex Machina for example states that it provides insights with charts and graphs on a wide range of topics. How likely is it that a certain judge grants or denies a specific motion? How experienced is an opposing counsel on a certain matter? Has the opposing party has ever been involved in cases with big damages? Apart from useful tools for working on client matters, some tools are specifically developed for a law firm's internal business affairs, such as

Dutch analytics start-up Clocktimizer. It promises insights for firms by translating the internal big data of law firms into real time graphs. For example, by analysing historical data easy insights would be provided for more accurate fee quotes, what work is profitable (or not), who your key colleagues are for certain type of work and more.

ROSS

Some new tools primarily help lawyers to work their cases, but some developments may completely replace a lawyer (or some junior lawyers). ROSS Intelligence, by IBM's Watson technology, is a supercomputer that may execute the same type of legal research that juniors often perform. It's an artificial intelligence tool that tracks all laws, jurisprudence and other legal sources and is available 24/7. The idea is that ROSS produces the same research results as its human counterpart will provide. In addition, since ROSS uses machine learning, the longer the system is used by a firm the more relevant results it produces. That ROSS is a real and useable product is clear, since it is already in use by a number of law firms. However, the ultimate goal is not to fully replace lawyers completely, but to optimise the work that is performed by them.

New competition

On top of new tools that support the existing business of law firms, some start-ups are trying to take business away from the traditional law firms. A number of companies provide a subscription system where 'basic' legal services can be acquired online, ranging from standard downloadable contracts to connecting clients to a network of lawyers. Rocket Lawyer is probably the most well-known platform that provides new competition to the traditional legal industry. Backed by Google and Morgan Stanley, it was founded in 2008 and is proving to be a sustainable platform that primarily services a demand from individuals and smaller-sized companies. Similar platforms exist in other countries, providing competition to traditional law firms which – hopefully – leads to more innovation and quality throughout the legal industry. •

The Other South Side

While many expats think of Stanley, South Bay, Chung Hom Kok and Repulse Bay when they hear the “South Side”, there is another South Side, reached by turning right instead of left when exiting the Aberdeen Tunnel. This part of Hong Kong is much more local, more traditional, less gentrified and therefore also more interesting.

■ By Daniël de Blocq van Scheltinga, Managing Director, Polarwide Limited

The places that I am referring to are Aberdeen, Wong Chuk Hang and Ap Lei Chau. The new MTR line has made these areas even easier to reach than before – although they have always been serviced by plenty of bus lines.

The MTR stop for Ap Lei Chau is confusingly not called Ap Lei Chau, but rather Lei Tung, which is a large public housing estate nearby. There was some protest about this when the new MTR was opened.

Ap Lei Chau is an island connected to Hong Kong Island by a bridge. It used to be called Aberdeen Island in English, but now the pinyin Ap Lei Chau is used. Ap Lei Chau means Duck Tongue in Cantonese, as the shape of the island is said to resemble a duck’s tongue (Ap = Duck, Lei = Tongue and Chau = Island). Despite it being the second most densely populated island in the world (66,750 people per square km), it has areas of green and space as well.

There is even a beautiful hike which starts behind Lei Tung Estate and ends in Ap Lei Pai, the “daughter island” of Ap Lei Chau. A slightly more challenging hike than some others, it is thankfully facilitated by ropes that have been installed for hikers to hold on to at the trickier sections. The spectacular views are a more than ample reward for this hike!

Ap Lei Chau Main street, especially in the evenings, resembles a trip back in time.

Near the coastline parallel to Main Street there is an old temple, built in 1773, dedicated to Hung Shing, “God of the South Sea”, the protector of fisherman and sea traders. This temple is one of the few temples in Hong Kong that is still correctly placed according to feng shui and the original plans, facing the sea, and unlike others, this orientation has not been changed due to construction and land reclamation. Showing how important the sea trade and fishing was to Ap Lei Chau, on the 13th of the second lunar month, the major Hung Shing Festival takes place annually, with a parade and Cantonese Opera, the community’s way of giving thanks to Hung Shing.

There is a small shuttle ferry, not unlike the Dutch pontje’s, which crosses the estuary between Aberdeen and Ap Lei Chau payable by Octopus card.

Aberdeen (population 80,000), the heart of the fishing industry on Hong Kong Island, is not named after the Scottish city, but rather after George Hamilton-Gordon, 4th Earl of Aberdeen, former Prime Minister of the United Kingdom (1852-1855) and former Secretary of State for Foreign Affairs (1841-1846). The Chinese name for Aberdeen is Xiānggǎng Zǎi or “Hong Kong Child”.

Aberdeen has a completely different atmosphere to Ap Lei Chau. The large fishing port and fish market area is frequently visited by tourists, who can also jump into sampans for a harbour tour and sail past the big Jumbo Kingdom Floating Restaurant. They also visit the so-called floating village, consisting of about 600 junks which house about 5,500-6000 people. These are Tanka people, who arrived in Hong Kong in the 7th century; the British used to refer to them as Sea Gypsies, as they traditionally lived on junks in coastal parts of Guangdong, Guangxi, Fujian, Hainan and Zhejiang, as well as Hong Kong and Macau. Historically, they have sometimes been viewed as different and lower class by the Hong Kong local Chinese, as they had different habits and lifestyles. In the 19th century, many Tanka woman became prostitutes servicing Westerners, as the Chinese prostitutes did not feel comfortable with Western clients. This in turn caused many of these women to become ostracised in the local community, earning them the nickname *ham sui mui* or “salt water girls”. Indeed, almost all the Eurasians born in the last century were the result of a union between Westerners and Tanka woman.

The Jumbo Kingdom is composed of the Jumbo Floating Restaurant and the adjacent Tai Pak Floating restaurant. They consist of many restaurants from casual to more fancy, a Chinese



Daniel de Blocq van Scheltinga

cooking school and exhibitions, all within the large floating structures. The whole Jumbo Kingdom is owned by Stanley Ho, the gambling king of Macau who made his fortune when he had the sole right for forty years to open and run casinos in the former Portuguese enclave. Because it has been featured in several movies, it’s quite well known abroad and has been visited by many famous people including Queen Elizabeth, John Wayne and Tom Cruise.

Wong Chuk Hang is now also serviced by its own MTR stop on the Southern Line. The English name used to be Staunton Creek, but after large parts of the creek were filled, the area became the industrial area of Aberdeen and renamed Wong Chuk Hang. Wong Chuk Hang is a largely industrial area with grim and unattractive buildings, but is now reinventing itself with art galleries and private kitchens. The transformation started more than a decade ago with a large hotel being built there, L’Hotel Island South, after which several international companies started moving their offices there. Hidden within many of these buildings are some very interesting and trendy art galleries, design shops, restaurants and coffee shops, none of which are visible from the outside and mainly known through word-of-mouth.

Wong Chuk Hang also includes Ocean Park, the Hong Kong Police Training School and a Catholic Seminary.

Ocean Park was opened in 1977 by the then Governor, Sir Murray MacLehose. More than 40 years later, it continues to attract busloads of (mainly Mainland) tourists. In 2005, it was unprofitable

and was threatened by the newly-opened Hong Kong Disneyland attraction park, but by expanding its offering, it seems to be winning the battle. Most notably the annual Halloween party has become a fixture in the local calendar and is the largest Halloween event in Asia. The opening of two new hotels inside the attraction park have been planned, including the 495-room Ocean Park Marriott Hotel expected to open in June 2018 and The Fullerton expected to open in 2020.

With these developments, and the continued gentrification of these areas, 2018 should be the year to visit the “other South Side” before its unique character disappears forever! •

Wong Chuk Hang is a largely industrial area with grim and unattractive buildings, but is now reinventing itself with art galleries and private kitchens.

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Foodlink Foundation and how it works

Do you know how many tonnes of food are disposed of in landfills each day in Hong Kong? Any idea when the three landfills in Hong Kong will be fully utilised? How many children and elderly are currently living in poverty?

■ By Foodlink Foundation, +852 2567 1561, www.foodlinkfoundation.org, www.facebook.com/Foodlinkfoundation

Three thousand three hundred and eighty-two tonnes¹ of food waste are disposed of in landfills each day in Hong Kong. By 2019, all three landfills in Hong Kong will be fully utilised². Sadly, 1 in 5 children and 1 in 3 elderly persons are living in poverty in Hong Kong³.

Mrs Vanessa Hwang, the Founder of Foodlink Foundation, identified a serious need for hunger alleviation among lower-income groups in Hong Kong, therefore she established the organization at the end of 2001. Registered in 2010, Foodlink is a Hong Kong charity dedicated to fighting hunger, building self-sufficiency, and fostering nutritional wellness among those in need, while simultaneously reducing food wastage in hotels and F&B outlets in Hong Kong.

Foodlink's Vision and Mission

Foodlink's vision is to ensure that every needy person has access to a hot, healthy meal, every single day. Foodlink acts as a bridge — a charity dedicated to connecting the supply directly to the demand, as often as possible, by collecting safe-to-eat surplus food from F&B outlets all over the city and deliver to those in need. The benefits are twofold — while reducing hunger we also reduce the pressure on our city's landfills.

Working purely on its own, Foodlink began a pilot scheme in early 2002 to link F&B outlets with welfare agencies to ensure needy people had access to hot, healthy meals. Since then, Foodlink has seen tremendous growth. From collecting surplus food from a handful of hotels, we have expanded to collaborate with over 105 donors to assist 99 beneficiaries across the city to become Hong Kong's leading hot food charity organisation.

Today, we save an average of 12 tonnes of food and 15,000 pieces of bread per week which can provide 29,000 meals.

Each new day brings new and exciting challenges as we aim to expand the number of hot meals into every district of Hong Kong and we continue to "Replace Hunger with a Smile"!



1. Environmental Protection Department: Monitoring of Solid Waste in Hong Kong – Waste Statistics for 2015
2. Environment Bureau: Hong Kong Blueprint for Sustainable Use of Resources 2013 – 2022
3. HKSAR (2014): Hong Kong Poverty Situation Report 2014.

Bamboo Scenes

I arrived in Hong Kong two years ago and was mesmerised by everything that around me and obsessed by the bamboo scaffolding. While working here in Hong Kong, I noticed so many amazing photographers around me. People born and raised here or just attracted by the stunning scenery of this city.



■ By Madelon de Grave, Founder, Bamboo Scenes, madelon@bambooscenes.com, www.bambooscenes.com

As with anyone who moves to a new place, I reached a point where everyone has been – I needed to decorate my apartment. I was faced with empty white walls and no clue what to put on them. I asked my friends for advice and they told me to check out the art galleries in Hong Kong. I went there and absolutely loved the pieces exhibited, unfortunately there was not much that fit my budget at the time. So, they advised me to go and check out IKEA. However, I was not inspired to get more generic pieces nor a New York City skyline to put on my wall in Hong Kong. This experience got me thinking though. All these amazing photographers I encountered, I would love to have their work on my wall! But how could I actually get to these ..? And that is when Bamboo Scenes was born.



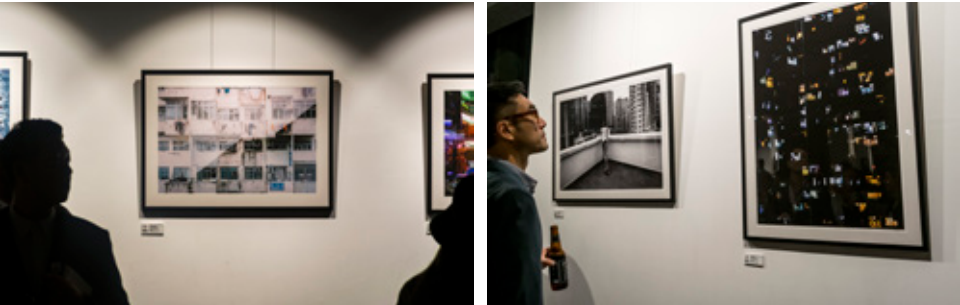
Bamboo Scenes is a platform celebrating the work of Hong Kong-based photographers. We come up with an exhibition theme, select the most outstanding artists and bring their work to a broader audience. This is done in a very standardised and affordable way. One exhibition of collections by the artists offered every print in three print sizes and three frame colour options.

All of this work is to create something I am personally passionate about: Photography with a Purpose. We want to give back to our communities, and that is why we will always donate 10% of our art sale profits to a selected charity. Our current exhibition 'Hong

Kong Perspectives' is proud to support charity ImpactHK, helping the homeless communities in Hong Kong. While the artists are showing the beautiful sides of the city, they are not ignoring the hard realities some people face on the streets.

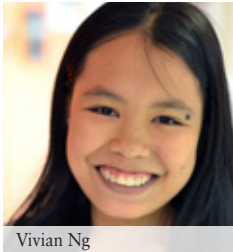
In addition to organising larger exhibitions each year, we also recently started a new Bamboo Scenes movement called, 'The City is our Gallery'. We want to make Photography Art part of everyone's daily lives. Pieces by our artists will pop up at your favourite coffee places, wine bars and restaurants. A roaming exhibition with different locations that brings the art to the people.

We are a young, innovative gallery initiative, only recently launched in November 2017. Our biggest achievement has been our Launch Exhibition at Loft 22, California Tower. What started off as an idea, ended up being an incredible evening with over 300 visitors from different backgrounds and ages – all coming together to support the artistic power in Hong Kong and to enjoy our photographic pieces. We are also proud to have been featured in our first month of existence in media such as CNN, SCMP and Hong Kong Free Press. We are thrilled to provide a platform for artists to finally show their work to a broader audience, even across borders, and we cannot wait to develop this movement further in the new year! •



Interview with Vivian Ng, member of the Changing Young Lives Foundation

During the Dutch Chamber Business Awards Gala 2017, Vivian Ng, a member of the Changing Young Lives Foundation, delivered an impressive speech about her involvement with CYLF. In this interview, she shares more of her background and the positive influence that the CYLF has had on her life.



Vivian Ng

■ By DutchCham

Please tell us a bit about yourself.

Hi, I am Vivian. I have been a member of the Changing Young Lives Foundation (CYLF) for around ten years along with my three siblings.

I'm 21 years old. I was born in Mainland China but have lived in Hong Kong for most of my life. Because of domestic violence in our home, my mom divorced my dad and my three siblings and I grew up in a single-parent family. Currently, I'm studying Engineer Science at The Chinese University of Hong Kong.

When did you first get involved with CYLF? How did CYLF help you?

I first got referred to CYLF by a social worker. Lee Lai Shan, the professional windsurfer, once said: 'it takes 4 million to raise a child'. Do the math and you will realise how difficult it is when you need to raise four children. The resources we had were really limited, hardly enough for us to pay our living expenses, not to mention saving money for us to take classes outside of school. CYLF at that time offered exactly what I needed: academic support, a bunch of interesting classes and horizon-broadening activities.

Which programmes did you take?

I used to take part in a great variety of classes, such as hip hop and social dancing classes, singing classes and English classes. I was also a member of the CYLF choir, Tiny Tenors. For me personally, the English class was most useful, because it helped me to improve my accent and communication skills.



Vivian at the Dutch Chamber Business Awards Gala

What difference did CYLF make to your life?

I used to be a really shy person because of how I felt about my background. CYLF made me realise that I'm not inferior to other kids. If these kids get the chance to learn, so do I. When other children are having a party at Christmas time, we are also having one in the CYLF centre. CYLF not only equips their members with solid skills and knowledge, it helps to build our confidence so that we can pursue our passion. CYLF has made a lasting positive change in my life.

How are you giving back to CYLF?

Currently, I'm a volunteer tutor at the centre providing younger members with academic support. After I graduate, I would like to contribute to CYLF by applying the knowledge I've gained through my studies. STEM subjects are the trend right now and I believe that the centre members will be very interested to learn more about them. •

China Seminar

During the 24th edition of the China Seminar, we focused on the vast and varied geographic expanse that makes China almost a continent in itself.

Thursday, 9 November | Royal Hong Kong Yacht Club



InterSME Breakfast Seminar on Sustainability

During this InterSME Breakfast Seminar on Sustainability, our expert panel offered inspiration as well as practical solutions. They explained how SME's can make sustainability work to their advantage.

Tuesday, 14 November | KPMG



Wealth & Wine: Financial Planning for Young Professionals

During this interactive workshop, our experts described the core components of financial planning most relevant to Young Professionals. Afterwards, we got the chance to enjoy some wine and mingle on the Tartine rooftop.

Wednesday, 15 November | Tartine



ABN AMRO Golf Tournament 2017

On the 16th of November we organised the 8th edition of the annual ABN AMRO Dutch Chamber Golf Tournament.

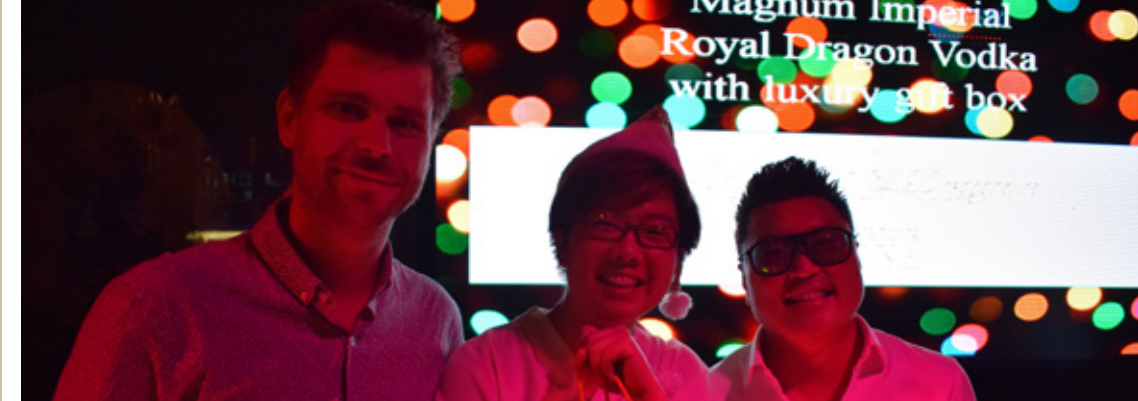
Thursday, 16 November | Kau Sai Chau Golf Course



SME Christmas Cocktail

During our annual Christmas Cocktail in Mokum, three members participated in the Soapbox Contest, which was won by Tiffany Tang (iDiscover). We also organised a lucky draw to raise money for the Changing Young Lives Foundation.

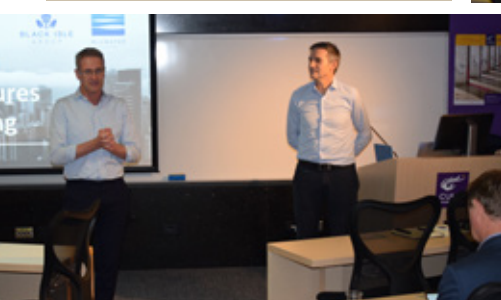
Thursday, 14 December | Mokum



Leading Across Cultures Workshop

During this workshop sponsored by CUHK Business School, attendees learned how to adapt and shift their leadership style to successfully earn and build trust, how to motivate their team and communicate effectively, and how to react flexibly to resolve cross-cultural communication challenges in unfamiliar circumstances.

Wednesday, 22 November | CUHK Business School Town Centre



Upcoming Events on
www.dutchchamber.hk

Bankers Dinner

During this 4th Bankers Dinner we had Mr Eric Smit, journalist/social entrepreneur, as our keynote speaker. In line with tradition, attendees also competed for the Dutch Banker of the Year Award, which was won by Rolf Sperling (Loyens & Loeff).

Thursday, 30 November | Royal Hong Kong Yacht Club



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NEW CORPORATE MEMBER – Dennis Li, Van Gogh SENSES

Dennis Li is the Vice-President of Infinitus Group and the General Manager of Van Gogh SENSES, the world’s first concept store and multisensory space dedicated to the Great Master of Art – Vincent van Gogh.

Prior to joining Van Gogh SENSES, Dennis has worked in different industries including finance, marketing, advertising and shipping. He graduated with a bachelor degree in Economics from New York University and an MBA degree from Cass Business School, London. Dennis has over 15 years of overseas studying and working experience in cities such as Toronto, New York, London, Hamburg and Florence; thus understands Western and Eastern cultures and is able to provide advice and insight to increase consumer confidence and engagement.

Van Gogh SENSES hopes to bring appreciation of Van Gogh’s art into everyday life while honouring his passionate dedication to art. The 4,000 square-ft flagship store situated at 1881 Heritage is infused with the essence of Van Gogh’s artistry to awaken art souls and let people experience the master’s world by five SENSES – sight, sound, taste, smell and touch.

- **Dennis Li, General Manager, Van Gogh SENSES,**
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NEW YOUNG PROFESSIONAL MEMBER – JP Papaioannou, 30MHz

JP Papaioannou is the regional director of 30MHz, a Dutch-founded technology company bringing the power of smart sensing to farmers in Asia and globally. 30MHz’s smart sensing toolkit is built to be user-friendly, quick to deploy and affordable. Its sensor technology is designed to help farmers use data from their environments to improve yields and refine their cultivation methods. 30MHz is headquartered in Amsterdam with offices in the UK and Hong Kong.

JP has personally been in the ag-tech space for over three years, working with agricultural clients of all sizes in China, Southeast Asia and Africa. Prior to becoming interested in ag-tech solutions, JP worked for KPMG in New York City. JP moved to Hong Kong in 2013 with his wife and two Birman cats. Since then, their family has grown to include Milton, a blind Chow Chow from Lamma Island.

- **JP Papaioannou, Regional Director, 30MHz,**
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NEW SME MEMBER – Qiubo Zheng, Trustmoore Hong Kong Limited

Qiubo Zheng was born in China and relocated to the Netherlands in 2003 to obtain his university degree in Business Administration/Accountancy. He joined Trustmoore Amsterdam in 2013 and was responsible for a portfolio of corporate clients on the finance prospective as well as the establishment of the China Desk within Trustmoore. In 2016, he initiated the setup of our Hong Kong operation, building up a network and growing business in Hong Kong and Mainland China. He relocated from Amsterdam to Hong Kong in the spring of 2017 and took on the new challenge of becoming the Managing Director of the Trustmoore Hong Kong Office.

Trustmoore is a boutique-style firm with a strong focus on a personal and tailored approach. We are fully independent and wholly-owned by our founders and management and not related to any bank, law firm or accountancy firm. With our global presence and a team of more than 100 experienced employees we are big enough to provide seamless worldwide services, yet small enough to stay agile.

We offer management, domiciliation, administrative, fund, legal and structured finance services and focus on optimizing or rationalizing international corporate group structures, assisting start- and scale-ups and supporting alternative investment funds, as well as executing asset protection, estate planning strategies, wealth compliance and asset control through the use of companies and foundations in various jurisdictions.

- **Qiubo Zheng, Managing Director, Trustmoore Hong Kong Limited,**
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IN THE NETHERLANDS

GEVEL

Location: Ahoy, Rotterdam
Date: 23-25 January 2018
Organiser: Jaarbeurs
Email: info@jaarbeurs.nl
Website: www.gevel-online.nl

ICT & Health Conference 2018

Location: Jaarbeurs Beatrix Theater
Date: 26 January 2018
Organiser: Jaarbeur BV
Email: events@icthealth.nl
Website: www.icthealth.nl

Huishoudbeurs 2018

Location: RAI Amsterdam
Date: 17-15 February 2018
Organiser: Rai Amsterdam
Email: huishoudbeurs@rai.nl
Website: www.huishoudbeurs.nl

Negen Maanden Beurs

Location: Amsterdam RAI
Date: 21-25 February 2018
Organiser: Europaplein
Email: negenmaandenbeurs@rai.nl
Website: www.negenmaandenbeurs.nl

HISWA Amsterdam Boat Show

Location: Amsterdam RAI
Date: 7-11 March 2018
Organiser: HISWA
Email: registreet@rai.nl
Website: www.hiswarai.nl

IN HONG KONG

Global Off Grid Solar Forum & Expo

Location: HKCEC
Date: 22-24 January 2018
Organiser: Global Off-grid Lighting Association
Email: e.jansen@gogla.org
Website: www.offgridsolarforum.org

HK International Fur & Fashion Fair

Location: HKCEC
Date: 21-24 February 2018
Organiser: Hong Kong Fur Federation
Email: hktdc@hktdc.org
Website: www.hkff.org/furFair.php?lang=3

Hong Kong International Diamond, Gem & Pearl Show

Location: AsiaWorld-Expo
Date: 27 February-3 March 2018
Organiser: HKTDC
Email: exhibitions@hktdc.org
Website: www.hktdc.com/hkdgp

APLF materials, manufacturing and technology

Location: HKCEC
Date: 14-16 March 2018
Organiser: HKTDC
Email: info@aplf.com
Website: www.leatherfair.aplf.com

Hong Kong International Film & TV market

Location: HKCEC
Date: 19-22 March 2018
Organiser: HKTDC
Email: filmart@hktdc.org
Website: www.hktdc.com/hkfilmart

TRADE ENQUIRIES

These trade enquiries were received by the Economic Section of the Consulate-General of the Netherlands in Hong Kong. Interested parties may approach the companies directly or contact Betty Liu, Senior Commercial Officer, on phone 852 2599 9202 or by fax to 852 2868 5388 or via email economic.section@netherlands-cg.org.hk.

Hong Kong importers wanted

Branded pharmaceuticals products

Company:
Mercantum Medical Care BV
Contact:
Ms Edith Villevoe
Phone:
31 35 6989 730
Email:
e.villevoe@mercantum.nl

We are an independent, member driven, non-governmental, non-profit business association which serves to facilitate business in Hong Kong and Greater China for its members by providing networking, knowledge sharing and company profiling opportunities. As the representative body of Dutch business in Hong Kong, we maintain close relationships with both the Dutch and the Hong Kong SAR governments.

DUTCHCHAM MEMBERSHIP

The Dutch Chamber of Commerce in Hong Kong offers advice and assistance to its members. Areas where we can help include:

Connectivity

- ♦ Access to local government and opportunity to give feedback through the International Business Committee
- ♦ Access to events of the European Chamber of Commerce & members only Platforms & Committees
- ♦ Active assistance in getting your business set up and getting you connected

Publicity

- ♦ Free exposure in the DutchCham magazine and our Membership Guide & Setting Up a Business in HK Guide
- ♦ Speaking opportunities at Dutch Chamber or other Chambers' events
- ♦ Free placement of job advertisements

Networking

- ♦ Exclusive lunch at the Residence of the Dutch Consul General
- ♦ Monthly MUNCH (Mingle & Lunch)
- ♦ Annual Golf Tournament sponsored by ABN AMRO
- ♦ Corporate cocktails organised by the Chamber

And more ...

- ♦ Members price for all events (average discount close to 50%)
- ♦ 10% off on advertisements in all DutchCham publications

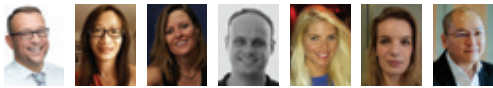
MEMBERSHIP & ANNUAL FEES

• Gold Member	HK\$ 20,000
• Corporate Member	HK\$ 8,500
• SME Member	HK\$ 3,500
• Associate Member	HK\$ 3,500
• Young Professional	HK\$ 750
• Start-up Member	HK\$ 1,750
• Overseas Member	HK\$ 2,500

NO JOINING FEE
GOLD, SME, & CORPORATE MEMBERS ENJOY VOTING RIGHTS

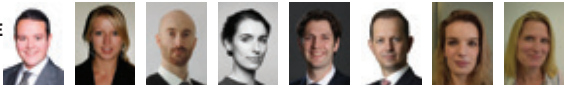
DUTCHCHAM COMMITTEES & PLATFORMS

PR AND PUBLICATION COMMITTEE



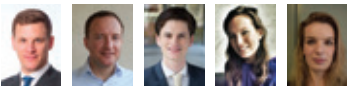
- Jacob Feenstra (chair) • Donna Mah • Monique Detilleul, • Maarten Swemmer • Merel van der Spiegel • Judith Huismans • Alfred Tse

CHINA COMMITTEE



- Marcel La Croix (chair) • Monique Bakker • Nathan Jansen • Rinske Kuiper • Rogier van Bijnen • Christian Heinen • Judith Huismans • Muriel Moorrees

SME COMMITTEE



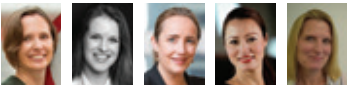
- Jan Willem Möller (chair) • Stijn Ottenheijm • Paul Du Long • Danielle Stegeman • Judith Huismans

TAX COMMITTEE



- Jeroen van Mourik (chair) • Sytske Kimman • Eric Kampman • Han Kalfsbeek • Willem Jan Hoogland • Muriel Moorrees

WOMEN IN BUSINESS COMMITTEE



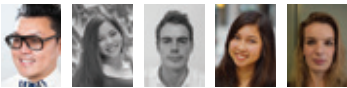
- Maaïke van Meer • Lisanne Elfring • Saskia Bosch van Rosenthal • Claire Worp • Muriel Moorrees

FINANCE COMMITTEE



- Michael van Ommeren (chair) • Niels Boudeling • Lapman Lee • Litai Wai • Bram van den Bergh • Michiel van Voorst • Muriel Moorrees

CREATIVE COMMITTEE



- Oscar Venhuis (chair) • May Yeung • Saul Smeding • Anoeshka Krijnen • Judith Huismans

YOUNG PROFESSIONAL COMMITTEE



- Robert Jan Grasveld • Rolf Sperling • Alexander de Haseth • Vicky Chi • Judith Huismans

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With a longstanding presence in Asia Pacific and a strong global network, ABN AMRO is your trusted partner in a ever-changing world. Our expertise spans across Clearing, Coverage, Structured Finance and Corporate Finance, but we also have our network of International Desks. There we service our Dutch clients that are looking to expand their business in Asia Pacific. For more information, visit [abnamro.com](https://www.abnamro.com)



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