

The magazine for members of the Dutch Chamber of Commerce in Hong Kong



DUTCHCHAM MAGAZINE

March/April 2018

Volume 192

Retail & Sourcing in
Hong Kong and Asia

Interview with a Chief
The business of bikes
Berend Kistemaker, Head of Sales Asia, Cervélo Cycles

4

Water resiliency in Hong Kong

12

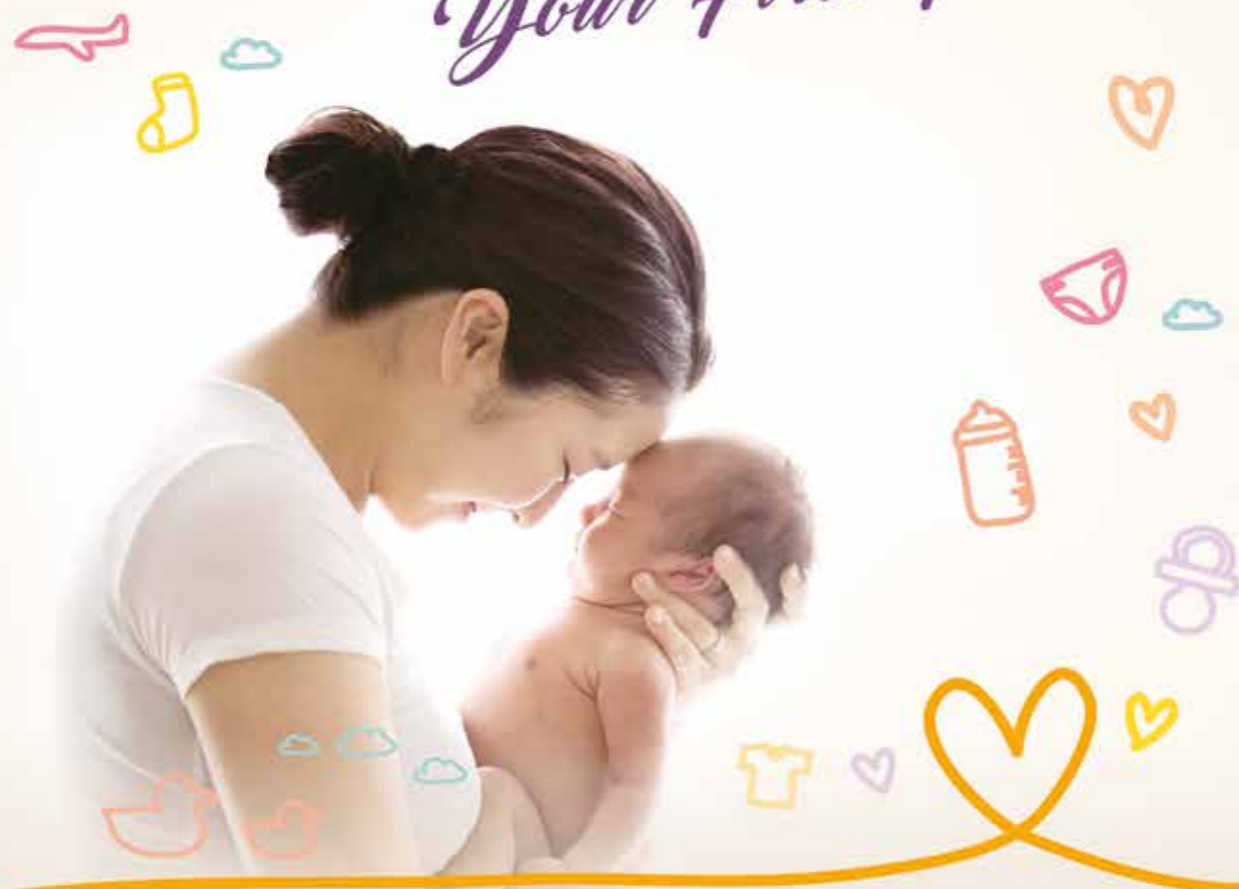
The business of sourcing

25

Obstetrics Services



Intimate Bonding Starts with Your First Touch



We understand skin-to-skin contact with your baby is essential for nurturing a new relationship. It also enhances baby's sense of security, mother and baby communication, and pain relief. That's why we strive to provide uninterrupted skin-to-skin contact at this precious time right after birth! Contact us for more details now.



Obstetrics Service Hotline
3153 9303 /
3153 9306



Getting to
Admiralty
Station

Crown Park
Station

3 mins
shuttle bus

GHK

港怡醫院
Gleneagles Hong Kong Hospital

address: 1 Nam Fung Path, Wong Chuk Hang, Hong Kong
website: www.gleneagles.hk
hotline: (852) 3153 9000



The magazine for members of the Dutch Chamber of Commerce in Hong Kong

Suite 3002, 30th Floor
Central Plaza
18 Harbour Road
Wan Chai
Hong Kong
E-mail: info@dutchchamber.hk
Website: www.dutchchamber.hk
Skype: Dutchchamberhk

Editorial Committee

Jacob Feenstra (Chair)
Judith Huismans
Maarten Swemmer
Monique Detilleul
Merel van der Spiegel
Alfred Tse
Annemarelle van Schayik

Editor

Donna Mah

Desktop Publisher

Just Media Group Ltd

General Manager

Muriel Moorrees

Cover Design

Rinske Kuiper

Advertisers

238 THE GRILL
ABN AMRO BANK N.V.
GLENEAGLES HONG KONG HOSPITAL
ING BANK N.V., HONG KONG BRANCH
PHILIPS ELECTRONICS HONG KONG
RABOBANK HONG KONG
TANNER DE WITT
TURKISH AIRLINES

Contents

3	Chairman's Note
4	Interview with a Chief The business of bikes Berend Kistemaker, Head of Sales Asia, Cervélo Cycles
7	News & Views
20	Passing the Pen
21	China Focus
22	Tax Focus
23	Go Green
24	Legal Focus
25	Lead Story The business of sourcing
28	Lifestyle
31	Passport to Hong Kong
32	Events
34	Members' Corner
35	Enquiries and Information
36	DutchCham Information

- This magazine is distributed free of charge to all members and relations of the Dutch Chamber of Commerce in Hong Kong.
- For annual subscription, please mail your business card and a crossed cheque for HK\$490 to the above address. Cheques should be made payable to "The Dutch Chamber of Commerce in Hong Kong".
- The content of this magazine is largely based on information from third parties. The editors do not necessarily agree with the views expressed therein. All rights are reserved by the Dutch Chamber of Commerce. Permission may be granted for reprints in any format upon request.
- To enable us to improve our service and avoid multiple mailings or errors with company details, please send us your latest information so that we can update our database.

Retail & Sourcing in Hong Kong and Asia



For the first time ever, the Volvo Ocean Race made a stopover in Hong Kong, a fantastic sailing event that focussed attention to the UN's clean seas event. Workshops with many Hong Kong school children and adults presented shocking facts, like the 40 billion single-use coffee cups that are used each year in the US and Europe of which only 1% is recycled, or the eight million tonnes of plastic dumped in the ocean every year.

It made us aware that the choices we make at the coffee shop or supermarket do directly impact the fate of the seas, but also that companies need to redesign their operations to drastically reduce disposable plastic use.

At another event during the Volvo Ocean Race, Henk Ovink, as Special Envoy for International Water Affairs for the Kingdom of the Netherlands and Arcadis' Regional Sustainable Cities Director, John Batten, held inspirational presentations on the work they do around the world to fight climate change. In this edition of the DutchCham Magazine, Arcadis will provide us with some insights on how Hong Kong can prepare for the impact of climate change.

Although the theme of this magazine is Retail & Sourcing, it is remarkable how most contributors take a clear environmental perspective as well.

The Interview with a Chief is with Berend Kistemaker, Head of Sales Asia at Cervélo Cycles, talks about the Asia market for bicycles, and how it is changing.

The Lead Story's theme is sourcing, where Thomas van Duinen (Trimex) and Benjamin Besselsen (White Dragon CG) discuss changes in Hong Kong's sourcing market, such as the need for innovation, the building of long term relations and the impact the changing rules in China will have, especially related to environmental protection.

The production of clothing has doubled between 2000 and 2014, as a result fashion "waste" also increased. In February and March, Redress, a fantastic NGO, collected your old clothes from collection points throughout Hong Kong, to reduce fashion "waste". Redress shares their views on a circular economy.

A few things are changing for the Chamber as well. We are now settled in a new office, on the 30th floor of Central Plaza and our board member Bart de Wit will move back to Europe at the end of April. If you are interested in joining our Board, please contact Muriel Moorrees at muriel@dutchchamber.hk. What has not changed is that the Chamber will continue to host a number of exciting events from now till summer.

On behalf of the Chamber's Office and the Board, we are looking forward to seeing you at our events and happy reading!

Maaïke van Meer
DutchCham Chairman

DutchCham Board of Directors



Mrs. Maaïke van Meer
Chairman
Chief Legal & Compliance Officer at AXA Insurance Hong Kong



Mr. Michael van Ommeren
Vice-Chairman, Chairman of the Finance Committee



Mr. Arend Oldenzijl
Treasurer
Partner, Financial Services KPMG



Mr. Marcel La Croix
Chairman of the China Committee
Legal Counsel Asia Pacific at Robeco Hong Kong



Mr. Jan Willem Möller
Chairman of the SME Committee
Registered Foreign Lawyer at Tanner De Witt



Mr. Jacob Feenstra
Chairman of the PR&Pub Committee
Head of Sales for Campfire

DutchCham Advisory Board

Ms. Annemieke Ruigrok

Chairman;
Consul-General of the Kingdom of the Netherlands

Mr. K. K. Yeung

Chairman of KK Yeung Management Consultants Ltd.

Mr. Paul Zimmerman

Founding member of Designing Hong Kong &
Southern District Councillor

Mr. Dennis Ziengs

Financial Advisor / formerly CEO Asia of Fortis / Ageas

Mr. Lodewijk Lamaison van den Berg

Founding Partner at The Capital Company

Mr. Daniël de Blocq van Scheltinga

Managing Partner of Polarwide Ltd.

DutchCham Office



Mrs. Muriel Moorrees
General Manager



Ms. Judith Huismans
Marketing & Communication
Manager



Mrs. Helen Yong
Office Manager

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

Can you see it in your mind's eye?

Imagine...
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.

Now imagine...
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



The business of bikes

The busy streets of Hong Kong are not often associated with bicycles, but the Asia office of a company that owns some of the world’s premium bicycle brands is based here. We had the chance to speak with Berend Kistemaker, Head of Sales Cervélo Cycles Asia, about the bicycle business in Asia and the company’s plans for the future.

■ By Donna Mah



Launch in Thailand of new Cervélo R-Series

Please tell us a bit about Cervélo Cycles.

Cervélo Cycles is the leading company in road and triathlon bicycle engineering and the world’s best manufacturer of race, time trial and triathlon bikes. Founded in 1995, Cervélo has been ridden to the top of the podium at the IronMan World Championships, the Tour De France and the Olympic Games.

The unique part about Cervélo bicycles is the academic approach to engineering bikes. Cervélo started to engineer bikes with an emphasis on carbon composites (super lightweight) and low wind resistance (aerodynamics and wind tunnel testing). In 1995, this was a unique approach for the bike industry, leading to a revolution in how bikes should be engineered and developed.

Please tell us a bit about yourself as well.

I have an undergraduate degree in civil engineering and a Master’s degree in business management. After working in Africa and Mexico, I started working for the Caterpillar Group in the Netherlands in 2015. In 2016, I made the move to Hong Kong to work for Cervélo Cycles.



Berend Kistemaker

When managing a large region like Asia, the work days can sometimes be long. But the bike business is a business of passion and joy which comes back to your work every day. Travelling to new places is part of the adventure. To date, I’ve been working in Hong Kong for about two years, and realised when I was preparing for this interview how much I have learned about Asia. The culture, doing business here and non-verbal communication are all part of what I call a ‘life-time experience’. Key to success for me in my current position are my years spent back home with the company.

Cervélo Cycles has a unique, cutting-edge approach to engineering bikes and manufacturing bikes, and in turn, this requires an entrepreneurial mindset when selling these bikes to our customers. By understanding the values of the mothership, I am able to transfer this entrepreneurial mind-set and passion for the product to our colleagues in Asia.

I travel extensively in the region and always take my bike gear with me. The best part of work is that our product acts as a gateway to relaxed conversations. Where other people may play golf, we normally jump on a bike and have a few beers with our customers after. It’s informal and a great starting point for a good relationship.

In Hong Kong, I cycle to work each day along the tram line. It’s an amazing way to travel and see the city when you capture the views over the skyscrapers. Although sometimes sweaty, it’s the perfect start to the day!

Please tell us about the bicycle market in Asia and the products you sell here.

In Asia, millions of bicycles are made every year. One very visible industry is bike-sharing, where cities carry a heavy burden of three times or sometimes four times the number of bikes required to meet demand. I would say that we play in a very different segment.

Cervélo is a Canadian bike brand with headquarters in Toronto, Ontario. The company engineers and produces road, triathlon and track bikes. A fun fact is that the company was founded by Gerard Vroomen – a Dutchie.

By targeting the performance segment, we can sell our engineering expertise, premium brands, as well as quality bicycles used at professional athlete level. What helps to sell these products is that as a company we’ve built a proven track record of heroic wins. The combination of forward thinking in terms of engineering and our track record as the best bikes for athletes, means that our products are authentic and high-end, and therefore in high demand in Asia.

Why is Cervélo Cycles suited to the market in Asia?

The interest in sports and activities such as running, cycling and triathlons has grown in the region, and with it, the interest in our products has grown and is expected to continue to grow. Also, as we sell sought after premium brands, there is also a certain level of ‘showing life achievement’ that some consumers want in a product like this.

I would compare owning a Cervélo bike to owning a Porsche or a Lamborghini car. There is a high level of prestige associated with this brand. In fact, at the Geneva Motor Show this year, we will launch [at the time of the interview, the event had not happened yet] a Cervélo triathlon bicycle that is a limited edition collaboration with Lamborghini. Only 25 bikes have been produced and are purchased as collector’s editions by our fan



P5X Triathlon Limited Edition at Geneva Motorshow (launched March 2018)

base. I expect that they will be sold out within a day.

What makes your bikes special?

People don’t really realise how much technology and investment goes into producing a high-end bicycle. It is damn difficult to make a good bike. Cervélo Cycles has 14 engineers working in Toronto, a number of them with PhDs in composite engineering.

With our bike frames that are made using carbon composites, we can achieve high stiffness and incredibly high strength, whilst the complete frame weight is only a mere 760 grams. This means that a complete build up bike weight could equal the weight of only five packs of sugar. To compare, an Amsterdam city bikes weighs, on average, 20 to 25 kg.

Besides the weight, the design of the tube shapes of our racing bikes have aerodynamic features to reduce wind resistance for the rider. For athletes performing on Tour de France or Olympic Games level, using an aero frame may save them several minutes, making the difference between winning gold or silver. Cervélo was the first brand to focus on aerodynamics in biking, and is therefore still perceived as the thought leader for professional athlete level bikes. All our bikes are tested in the wind tunnel to ensure we are making the most aerodynamic bike for every rider.

We believe in quality products and therefore every frame we deliver comes with a lifetime warranty.

How do you market and sell your products?

Sponsorships are our main marketing vehicle. We sponsor individual riders as well as teams. Our riders take part at the Tour de France, Olympics and IronMan triathlons. One of our current well-known riders is Mark Cavendish who won 30 stages of the Tour de France. This year, he strives to break the record of Eddy Merckx at the Tour de France. Both riders are icons of the sport.

When you have a winning rider, it boosts the brand name – especially in Asia – as well as helps to reinforce our name as a top performer in the field.

We work with a number of distribution partners in Asia and face-to-face contact is key to success. As with any partnership, clear



Korean Track Racer winning on Cervélo T4 in 2016

and open lines of communication are key, but the feeling of ‘being in this together’ is especially important in Asia. We run an annual education show throughout the region and fly in engineers to our key countries. By explaining the story behind the brand and the scientific techniques used to provide the rider with the best experience, we help salespeople to sell.

The hard part is that a consistent story needs to be told by a whole lot of people in the region. Therefore, repeating and continuously educating salespeople and end-consumers is what helps to maintain our edge.

What markets are you responsible for in Asia?

With our office located central Hong Kong, we cover 11 countries throughout Asia. The larger markets for our products include Japan, Korea, China and Thailand.

Recent emerging markets showing rapid growth are the Philippines and Vietnam. It is very interesting to see that biking as a binding factor for communities as sports connect people. In combination with our products, cycling clubs and retailers are popping up, fuelling the experience for the riders.

Each country is different and I have learned a great deal about the region and each market so far.

What do you think are key success factors in Asia?

We have a trusted group in Asia representing the brand. Some of our partners have worked with the brand for over 14 years and know the brands inside out. They can tell you fantastic anecdotes about IronMan triathlons, Tour de France visits and know most of our sponsored athletes personally. Our partners are an important part of the brand we represent.

As good relationships are very important in Asia, I think we are well positioned here. Our partners from different countries throughout Asia know each other very well and are in weekly contact with each other. I believe this is something special and proves that we succeeded in finding committed partners.

To sell successfully in Asia, having strong brands in your segment is key. Premium brands in Asia are what people pay for and what people want. Every time we release a new product, I know this it is cutting edge on a global level. You require this unique industry edge as a Western brand in the region.

What are some of your thoughts about being based in Asia?

It is inspiring to be able to roll-out strong brands with our team based in Hong Kong and develop product propositions specifically for the Asian market. A key area of development is our online proposition which will influence our sales channels going forward.

I would say the bicycle industry is traditional, so we have to work closely with our key customers regarding implementation of the online customer journey. Having learned about the unique differences between cultures within the region, I partner with our customers to develop roll-out plans to ensure that we are in the right sales channels. It is dynamic at the moment and there has been a huge shift in consumer search behaviour, like in other industries.

By being based in Hong Kong, I have a better sense, on a daily basis, of what is happening in the market. From the outset, it’s been inspiring for me to work abroad and build strong relationships with people. When combining this with the sports I love and representing the most inspiring brands in the industry, I can say this is an awesome job. •



Ride with customers in Taiwan

Feels so right

Targeting the growing eco-textile industry, TENCEL™ branded fibers offer a new standard in comfort and use resources certified by the Forest Stewardship Council. The fully biodegradable fibres are made by Lenzing, the global supplier of botanic cellulose fibres. The company recently announced its plans to elevate the brand and bring more value to consumers and industry partners.



Harold Weghorst

By DutchCham

Guided by the brand promise of ‘Feels so right’, TENCEL™ brings a greater degree of comfort and higher performance to consumers while making them feel good about the choices they make,” says Harold Weghorst, director of Global Brand Management.

As a fibre manufacturer, Lenzing is positioned at the beginning of a long and complicated industrial supply chain with stages including yarn making, fabric making, dyeing, printing and finishing. “What Lenzing is known for is its ability to organise all of these different steps; working closely together with all stakeholders in the supply chain allows us to optimally control the quality and sustainability of our product,” Mr. Weghorst points out.

The flagship in Lenzing’s premium textile portfolio, biodegradable TENCEL™ branded fibres are made from different types of trees such beech trees, spruce trees and others. One of them is the eucalyptustree, an extremely fast-growing resource which requires low water and no pesticide inputs to grow. The manufacturing process is sustainable too: “Our factory in Austria is on a par with a biorefinery,” says Mr. Weghorst. “Almost all waste is recycled; water and wood go into the factory and fibre comes out. And Lyocell too, as a fibre, is biodegradable. It is estimated that, under the right conditions, the textile can take up to 26 weeks to decompose in compost.”

As TENCEL™ fibres are naturally white, they do not need to be bleached. And, as they are highly absorbent to dyes, less dye is needed. The final product is breathable, strong, great for draping, and very soft to the touch, making it suitable for a variety of products ranging from fashion to bed linen. A

number of high-profile brands have been using TENCEL Lyocell and Modal fibers in their collections for years. “The TENCEL™ brand enjoys good brand recognition around the world, but when we did market research we found that those consumers who are aware of the brand, do not necessarily know what it stands for,” says Mr. Weghorst.

To lift the profile of the TENCEL™ brand, Lenzing charts “a bold new course” that takes it from a B2B company to a B2C brand. “It will become a true consumer-focused brand with a promise of something more functional and emotional,” says Mr. Weghorst. He believes that the TENCEL™ brand’s properties and sustainable manufacturing process tie in with a number of industry trends. “Millennials are driving demand for eco-friendly products, and consumers across the board want better quality, high performance fabrics that feel comfortable on the skin. By educating the market on how the fibre is made, and what the environmental benefits are compared to not only synthetic fibres, but also natural ones, such as wool and cotton, we feel we can give retailers a great value proposition, and in the process, help the textile industry to reduce its environmental footprint.” •



A.S. Watson launches new employer branding strategy

While the retail world grapples with how to integrate offline and online, and gets to grips with big data, A.S. Watson is also tackling another key issue: talent. In today's ferociously competitive business environment, it is convinced that attracting and retaining the very finest talent is one of its biggest strategic challenges right now. That's why it has recently launched a new A.S. Watson Employer Branding campaign. Dominic Lai (DL), Group Managing Director of A.S. Watson Group, talks to us about the new "Be Part of More" program.

■ By DutchCham

When did A.S. Watson develop its employer branding?

Dominic Lai (DL): We launched our first set of global brand values back in 2010, but "Be Part of More" marks a big step up from that. This is the first time we've embarked on a comprehensive global branding exercise that links external communications with an internal program at the same time. There are two audiences for this campaign – our highly valued staff around the world, and the people who aren't yet part of ASW but would love to come and join us.

What does employer branding mean for ASW?

DL: Employer branding is a great way to give potential and existing employees a clear sense of who we are as a company, what our culture is, why we're different and what makes us unique and special.

We believe in the power of ASW as a whole, not just as a compilation of distinct pieces; we are a business that is greater than the sum of its parts. We're a proud retailer with 177 years of history, but we're also at the cutting edge of our business sectors, and share a passion to provide our customers with the very best service in every market where we operate.



Dominic Lai

Why should companies care more about and invest in their employer brand?

DL: I can't overstate how important the role of a strong employer brand is in the future sustainability and success of a business. After all, without the right people in place, most businesses would really struggle. And in the fast-moving world in which we operate, the range of skills and traits any business needs is both evolving and expanding. At the same time, so many candidates – as well as consumers – are looking to associate themselves with the companies and brands they can identify with. Talented people want More than just a job and an opportunity to grow and to shine. They want to work with a business that has a purpose they believe in and priorities they share. They want to know what's behind the scenes, what a place smells and feels like, and whether there's a culture that connects with their values and dreams. Making this a key priority makes strategic business sense. Employees who feel engaged not only stay for longer, they're also happier, perform better and take more pride and responsibility in their work. This enthusiasm is infectious – they feed positivity in the workplace, and they help get the word out to other talented people who also want to be part of More.



Can you tell us more about the thinking behind the employer branding manifesto, Be Part of More. Where did the concept come from?

DL: "Be Part of More" aligns perfectly with our long-standing corporate mission, "We Bring More to Life". We developed the campaign on the back of an honest appraisal of what our strengths are as an employer, and where we can do More. This campaign helps both the Group and our business units cast our net more widely. It means we can compete with the best and most dynamic employers in the world. Be Part of More is the idea at the heart of our employer brand, reflecting what ASW offers to our people:

- A for aspiration – our people share in our success and strive to achieve more
- S for support – we care about our people, and both deploy and celebrate their talents
- W for worldly exposure – we're international, so our people can think and work globally

What do you hope to achieve through the campaign?

DL: We have two clear goals. One: we hope that by demonstrating ASW's innovative approach to attracting talent, and by showing people what we care about and what working with us can offer beyond simply a job, we will recruit the brightest and best new faces into the ASW family.

The second part of the mission is every bit as important, and it's a focus on the amazing people who already work with us. A recent staff survey showed that more than 90% of Group office employees plan to stay with us for the next year, and more than 80% of new joiners are satisfied with their experience at ASW. Our people told us they are happy that ASW provides lots of exciting roles, and they feel passionate about their work and their role in the

company's success. But we know we have to do more to retain our talented people, and this is an ongoing mission for leaders at the highest levels of the company.

How is ASW connecting with millennials and what are you telling them?

DL: I can easily answer the "how" question: we're using digital media. That's THE way to reach this audience, and we're really stepping up our communications on social networks. What's slightly more complex is the "what" question, and that's partly because we're a long-established company and it takes time to change some of the old ways of doing things. We're gradually adapting the culture of the organisation, integrating the best of old and new, to drive results.

Millennials love brands that have a clear purpose and are willing to do something good for the world. At ASW, we have a strong focus on corporate social responsibility, and this is a key strength we can share. We're also keen to listen, and this is something else millennials are looking for. We take staff feedback on board, and invite customers to tell us what we're doing well and where we need to improve.

Are you recruiting at the moment?

DL: Yes! We're always looking for bright new people to work with us. We're present in 24 markets in Asia and Europe, and hiring all kinds of talent for buying, marketing, supply chain, eCommerce, HR, finance and sales roles. Our portfolio continues to grow, the skills mix we need is expanding, and we're constantly looking for people who share not just skills in a particular area, but who are also passionate about teamwork, the future of the business, and the desire to serve our customers. •



international
expansion



local
knowledge



experience

What is your equation for international success?
Local opportunities are just growth prospects without the common denominator of success – people.

At ING we can help your business grow with the extensive local experience and boundless perseverance of our global network of professionals.

ingwb.com/equation-asia

[World, here I come]

Procurement & Sourcing - Hong Kong; the Gateway to China and Asia

Financial services, trading and logistics, tourism, and professional services are the traditional core Industries in Hong Kong. They have been the driving force of Hong Kong's economic growth for decades, providing growth and employment in all other sectors.

■ By Jacob Feenstra, Head of Sales at Campfire Collaborative Spaces



Jacob Feenstra

In the 1980s, China as a key manufacturing hub attracted many international companies, including those of Dutch heritage, to set up sourcing offices in Hong Kong and China. Over the last decade, the manufacturing base and sourcing offices have continued to evolve and grow, in Hong Kong and throughout Asia, and they include sourcing units specialising in procurement solutions and in product development, production planning, product sourcing and quality control. Hong Kong's import and export trading firms are active in sourcing various types of goods for international markets, including raw materials, machinery and parts and a wide range of consumer goods.

Import and export trading firms are typically small. As of December 2016 there were 100,587 trading firms registered in Hong Kong, with the majority of them being small teams of +/- 10 people, buying on behalf of larger international consumer brands including Dutch household names like Unilever, Kruidvat, Albert Heijn, Xenos and Blokker.

The continuous development of e-commerce, specifically in online commerce, has benefited many organisations within the supply chain ecosystem. Notable examples are third party logistics providers which have been actively and selectively expanding their businesses riding on the growth of e-commerce.

Although the manufacturing base in Asia has broadened since the 80's from a Mainland China focus to encompass a majority of Asian countries offering infrastructure and lower cost labour, Hong Kong continues to be seen as a favourable and cost effective location to implement sourcing strategies from.

Offering vast global trade agreements and taxation benefits, Hong Kong plays an important role as a stepping stone for many international companies buying from and doing business with Mainland China and frequently functions as regional hub for these companies doing business in Asia. •



2018: Growing with our clients in Asia-Pacific

Big changes defined 2017, from US President Trump's different approach to trade, tax and international politics, to China's 19th Party Congress that further strengthened President Xi's mandate to develop its economy and society as well as a rising interest rate regime. 2018 could more definitively reinforce this changing world, as emerging Asia continues to lead the world in economic growth and forge greater economic integration.

■ By Simon Dodd, ABN AMRO Bank



Simon Dodd

Growth in this region will outshine that of other emerging markets and advanced economies by a wide margin due to relatively strong fundamentals and sovereign credit ratings. Operating at near full capacity now and underpinning large needs for infrastructure spend – the Asian Development Bank estimating US\$26 trillion through to 2030 – projects under the Belt and Road Initiative are commencing. The Regional Comprehensive Economic Partnership involving 16 Asia-Pacific countries is expected to be signed in Singapore this November. Economic growth in India too has strengthened and overtook China again, as it puts demonetisation and the issues behind implementing a uniform sales and services tax behind it.

Many countries in emerging Asia are highly export-oriented, with their growth models dependent on global demand and supply chains. Hence, the improvement in global growth and trade has translated into stronger growth dynamics for this region, benefitting trade and export-oriented countries such as Hong Kong, Singapore, Taiwan, Indonesia and Vietnam.

Considerable geopolitical risks remain in Asia with tensions on the Korean peninsula being an ongoing test involving the great powers of US, China, Japan and Russia. However, the Winter Olympic Games has offered an opportunity for a thaw in cross-Korean ties.

At ABN AMRO, our corporate and institutional banking business is focused on building long-term relationships with clients in specific interlinked sectors who have an international outlook wanting access to global finance and advisory services. To support our clients' growth ambitions, we focus on bankers with in-depth sector knowledge and wide industry relationships.

This time-tested strategy is enabling the bank to steadily expand in Asia-Pacific to better support our growing clients, particularly in commodities, food & agriculture, transportation & logistics and energy, with new opportunities.

Similarly, our International Desk provides commercial clients with a one-stop banking partner able to support their international trade and cash needs across a number of global locations supported by a consistent set of product offerings.

To ensure ease and local market support, our desk in Hong Kong also includes Dutch and Mandarin speakers.

In 2016, ABN AMRO strengthened its Greater China presence when we reopened our Shanghai branch, which is enabling the bank to better support our clients around the region do business with Asia's largest economy. Our sector expertise onshore is similarly focused on Trade & Commodity Finance and Food & Agriculture, as we provide cash, trade and lending services to selected Dutch clients. We are looking to receive our RMB licence in 2018 which will further extend our client proposition onshore.

As a bank that prides itself in sustainable banking and ranking within the top ten percent of banks on the Dow Jones Sustainability Index, we have also taken big strides to ensure sustainability remains core to our identity and vision. We are the first bank globally to publish a human rights report in 2016 using the reporting framework from the UN, and organised Human Rights workshops to assess and assist clients with embedding human rights in their value chains to reduce sustainability risks.

We at ABN AMRO are pragmatically optimistic of the many opportunities this region presents in 2018, as our sector bankers work closely together with our clients across Asia. •

Simon Dodd joined ABN AMRO on 1 December 2017, as Chief Executive of Hong Kong Branch, Country Executive for Greater China and APAC Head of Project Finance, based in Hong Kong. He joined ABN AMRO from Intesa Saopalo S.p.A. where he was Chief Executive for Hong Kong and the APAC General Manager for ten years. He has expertise in advisory, structuring and arranging roles in sectors highly complementary with ABN AMRO's focus in energy, commodities, food, transport & logistics and financial institutions. Prior to Intesa Saopalo, Simon worked with Bank of America in Hong Kong following senior roles across Australia, USA and Vietnam where he opened Bank of America's Hanoi branch in 1994. Prior to his move to banking, Simon was a research and exploration geologist in the mining industry for five years. He holds SFC licenses 1,4 and 6 and acts also in the capacity of Executive Officer for regulated activities.

Water Resiliency in Hong Kong

Last summer, Hong Kong experienced Typhoon Hato, the fifteenth No.10 Typhoon since 1946, halting ground, seaborne and air transportation, killing 10 people and causing estimated damage up to HK\$8 billion.

■ By John Batten, Regional Sustainable Cities Director for Arcadis



Last summer, Hong Kong experienced Typhoon Hato, the fifteenth No.10 Typhoon since 1946, halting ground, seaborne and air transportation, killing 10 people and causing estimated damage up to HK\$8 billion. With Hong Kong's location within a typhoon corridor, it's no surprise that the city is susceptible to heavy precipitation and storm surge events during the tropical cyclone seasons. Furthermore, as extreme weather conditions, rapid urbanization and development of reclaimed land and floodplains continues, it's clear these events will only continue, and certainly worsen. With no signs of lessening, we're left with the question, is Hong Kong doing everything it can to be prepared, and to quickly return to normal operation following a storm event?

To find the answer, you must first understand the problem and at the center of the challenge is climate change. Currently, climate change is one of the greatest environmental threats to humanity. Fossil fuels are significantly adding to greenhouse gas emissions, and these have continued to rise over the decades, predominantly driven by industry, economic and population growth. Urbanization is undoubtedly having a major impact on the globe and the result is more frequent and extreme weather events which have led to an increase in the impacts and consequences of flooding.

While Hong Kong hasn't been ignoring the situation, it has done some work on flood prevention over the years, but its defenses still cannot withstand storms and floods of higher force. Hato hit Hong Kong last year, and close by cities like Macau were also subjected to serious flooding, urban damage and landslides, causing multiple fatalities and injuries.



Hong Kong: A coastline at risk

Hong Kong, being a coastal city, is naturally vulnerable to climate change. Sea levels rising is a global challenge, but for Hong Kong with a coastline of more than 700km, flooding and damage to infrastructure are the first things that impact our daily lives. To put public on alert in the event of heavy rain, Hong Kong has instituted a rainstorm warning system that has proven to be an effective mechanism. It has three levels of warning: amber, red and black, with black being the most severe, possibly causing flooding in some low-lying and poorly drained areas. Once issued, the signals are broadcast over radio and television, and will trigger response actions by government departments and major transport and utility operators.

Additional factors that put Hong Kong at risk from natural disasters include high average rainfall (2,400mm per year) and relatively large population in a condensed area meaning when there are tropical cyclones, flooding from storm surges will be magnified.

These factors all contribute to the increased need for sustainable water management solutions, including investment in shoreline protection to ensure greater water resilience and protection for citizens. The City of Hong Kong needs to reinforce and introduce new green infrastructure techniques into its urban fabric and coastal infrastructure to prevent flooding. One of such options is the implementation of sustainable stormwater drainage systems (SuDS). SuDS utilizes techniques such as bioretention systems, green roofs and porous pavements, to drain stormwater runoff in a more sustainable way than conventional grey infrastructure solutions.

The identification of the risks, reinforcing of the infrastructure and adoption of innovative water management techniques are measures that will future-proof Hong Kong against the impacts of climate change.

Turning the tide in Hong Kong

Earlier Arcadis highlighted the challenges and opportunities surrounding water resiliency at an exclusive networking evening, co-hosted with the Dutch Chamber of Commerce in Hong Kong, entitled Confronting Water Challenges. The event that was attended by international officials, NGOs academics, and was a part of Arcadis' Host City Sponsorship of the Volvo Ocean Race, which aligned the need to take seriously sustainability, flood defense, water conservation and coastal resilience.

Mr. Henk Ovink, the Special Envoy for International Water Affairs

for the Kingdom of the Netherlands, completed a world-leading line-up of global experts in water management. He demonstrated clear lessons that can be learned from the global community, using Hurricane Sandy as an example, stating the disaster was not an unforeseeable event. Flood maps had been prepared five years previously which accurately predicted the areas that would be flooded. Yet despite talks about rising sea levels in New York city, not much preventive action had been taken. Eventually the disaster struck and became the fourth costliest hurricane in U.S. history, costing an estimated \$65 billion in damage.

Coastal cities like Hong Kong need to learn lessons from Hurricane Sandy and Typhoon Hato by place greater emphasis on prevention and upgrading infrastructure. While investment in adaptation can be expensive, it is the only way to build a sustainable, long-term solution. Attracting the private sector to partner in the investment of city resilience schemes is an innovative way of helping to underwrite the costs.

Improving city water resilience

To implement long-term solutions, resilience is key. To combat climate change and the impact it has on our cities requires innovation that adopts a future-proofing approach towards the building of waterfront resiliency. Alongside coastal resilience improvements, to cope with storm water flooding, the city of Hong Kong needs to look at solutions like the "sponge city" concept. Instead of diverting surface water runoff, sponge city aims to absorb, capture, control, and purify it in its own region

– managing excess rainfall and integrating it into urban design.

Arcadis has acted as the principal consultant of the Wuhan, China sponge city project since early 2016. This integrated water management initiative aims to reduce economic and environmental damage caused by pluvial flooding (when an extremely heavy downpour of rain saturates drainage systems and excess water cannot be absorbed). Sponge cities work with infrastructure such as green belts and roofs, wetlands, rain gardens, filtration pools, retention ponds, and permeable pavements, and blends it with other flooding controls. This enables urban landscapes to absorb storm water into the land, making water work for the city and not against it.

Great cities like Hong Kong are defined and illuminated by the water that surrounds and flows through them. Hong Kong needs to think future proofing and innovative in the way it manages and leverages its water assets for strategic urban advantage.

The benefits of building water resiliency are clear, but will come at a price: Governments that embrace climate change, water management and flood defense solutions can remain proactive to our ever-changing environment. To help finance resilience, develop large scale and long term infrastructure, a Public Private Partnership (PPP) model can be used. The given is that climate change is very real, and the impact we are witnessing globally and regionally in Hong Kong needs to be addressed. It's no longer about being reactive. Typhoon Hato last year has been a wakeup call, action is now essential. ●

DUTCH SEAFOOD

DAILY FRESH
SUSTAINABLE
SEAFOOD FROM
THE NETHERLANDS
FOR RESTAURANTS AND
HOTELS IN HONG
KONG FROM OUR OWN
IMPORT COMPANY
HOLLAND SEAFOOD
TRADE

SET LUNCH

3-COURSE
SET LUNCH
\$125

HAPPY HOUR

DAILY 3 PM - 8 PM

238 GRILL



G/F 238 HOLLYWOOD ROAD
SHEUNG WAN, HONG KONG
T: +852 2517 7322
238RESTAURANT@GMAIL.COM

HOLLAND SEAFOOD TRADE Ltd
Sustainable, High Quality European Seafood For Chefs Who Care

PRIVATE PARTIES

PRIVATE PARTIES UP TO
40 PERSONS

CATERING

FROM SANDWICHES
TO FULL DINNERS,
FROM COCKTAIL
PARTIES TO JUNK TRIPS,
ANYTHING IS POSSIBLE.
DELIVERY TO YOUR
OFFICE OR HOME

OUTDOOR LOCATION

ICONIC HARBOUR VIEW
OUTDOOR CATERING
LOCATION IN CENTRAL
AVAILABLE ON REQUEST

“Working here, is being here.”

Dutch retail company Blokker has had strong commercial ties with China and other countries in Asia for a long time. The range of products in the stores of the family business is largely built on these distant trade relations. The name Blokker therefore opens many doors in Asia. And vice versa – in homeland the Netherlands – the names of many distant commercial partners almost sound like family. Now, a new chapter in the Blokker-Asia connection begins.

■ By DutchCham

Blokker has opened its own sourcing offices in Hong Kong and Shanghai. “Practically an exact reflection of the Blokker headquarters in Amsterdam, but on a smaller scale of course,” says Wim Braafhart, director category management Blokker.

The Blokker brand

The big conversion operation and roll-out of ‘De Nieuwste Blokker’ (‘The Newest Blokker’) has significantly and evidently changed the retail company. The assortment composition and brand policy have also been turned upside down. Blokker’s product range now consists of a balanced mix of own brand and premium brand products. Blokker started selling own brand products in 2016. Offering products under Blokker’s own name was a major change for the 120-year old retail company. Before that, Blokker was mainly known for its range of premium brands that appeal to large groups of customers. Blokker attracts its customers with the promise “reliable quality at the best pricing, competitive prices but without making concessions to quality”. Own brand products are very much suitable for making that promise even stronger and translating the customer’s wishes into the assortment more precisely.



Wim Braafhart

In 2016

Blokker’s first own brand products slowly started appearing in the stores in 2016, gradually increasing in number. Nowadays, they can be found in every product category with that unmistakable Blokker signature, from quality, colors and styles to packaging. Always made from the same starting point: no compromises, reliable quality and a price that is actually competitive. Wim Braafhart explains how this increasingly puts Blokker in the manufacturer’s role.

“The Blokker own brand products are very important to our customers and the Blokker stores. Therefore we are growing into more of a manufacturer’s role. With our own sourcing offices we have a good set up for close cooperation.”



Trusted/Familiar

“Blokker has always cooperated a lot with producers and trading partners in China, Korea, Japan and other industrial countries in Southeast Asia. This has always happened through agents. No matter how successful that was, our role changes along with the growing importance of own brand products. An own brand product has to be 100% Blokker, and 100% the way we and our customers like to see it. This will gradually make you more than just a purchaser. Your role will shift to that of a developer and co-producer. And of course this will make you want to be even closer to the manufacturers. With your own people, directly in contact with each other, whenever it is necessary.”

2017

In the summer of 2017, Blokker decided to open its own sourcing offices in Hong Kong and Shanghai. In early September, the new

- “You can see the increase in quality
- in every area. The actual products
- as well as other matters, like
- packaging. That will definitely have
- an influence on what Blokker wants
- to purchase here.”

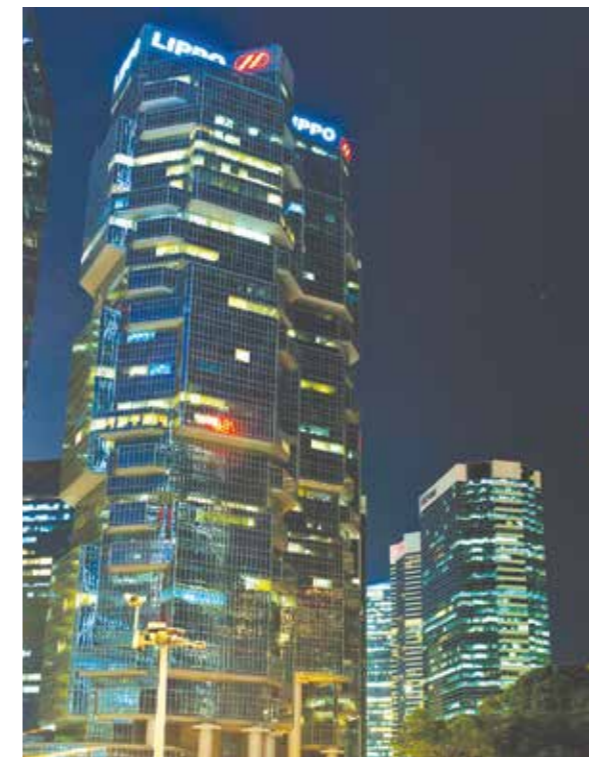
teams – 23 new colleagues all together – started their activities. That ‘new’, moreover, is relative. Wim Braafhart speaks with satisfaction: “For many of the colleagues it means a continuation of previous work relations. The network-colleagues who we have worked with in the time of agents. This underlines how good it already was and how pleasantly it worked in the previous phase. Our new offices were ready for launch within about eight weeks after making the final decision. Of course this is only possible if you can really build on trust and familiarity.”

Mirror

The Blokker organisation in both Hong Kong and Shanghai is a reflection of nearly the entire headquarters in Amsterdam. “With specialised purchasers for the separate product categories, the ‘worlds’ are the same, as you see them in the Blokker stores: household & cleaning, cooking & dining, bathing & sleeping etc. In addition, there are people who monitor the quality of the whole product line, and furthermore, this is where we manage the packaging as well. We keep very close contact between Amsterdam, Hong Kong and Shanghai. The colleagues in Asia have all been to Amsterdam. I myself travel there and back about once every eight weeks.”

Growth

Wim Braafhart expressly links the sourcing offices in Asia to the growing position of Blokker’s own brand. “Right now about 40% of our products come from Asia and about 60% from Europe and other continents. But considering the rapidly increasing quality from Asian producers I foresee a change. It could very well turn into 60% Asia and 40% other areas.”



1806 Tower Two, Lippo Centre, 89 Queensway, Hong Kong
Tel: +852 2573 5000 Fax: +852 2802 3553
Web: www.tannerdewitt.com

Partners: Ian De Witt, Mark Side, Robin Darton, Kim Boreham, Eddie Look, Pamela Mak, Tim Drew, Russell Bennett, Edmond Leung, Jeff Lane, Joanne Brown, River Stone



- Corporate and Commercial
- Litigation and Dispute Resolution
- Insolvency and Restructuring
- Family and Private Client
- Criminal and White Collar Crime
- Intellectual Property
- Financial Services Regulation and Compliance
- Fraud and Asset Tracing
- Employment and Immigration
- Mediation
- Wills and Trusts

“Very solid Hong Kong firm that gives hands-on and practical advice. They are very internationally-minded, responsive and experienced.”

- Chambers and Partners Asia Pacific - 2018



For more information please contact:



Tim Drew
Partner
timdrew@tannerdewitt.com
+852 2109 5572 (direct line)



Jan Willem Möller
Registered Foreign Lawyer
janmoeller@tannerdewitt.com
+852 2109 5582 (direct line)

How to win the 21st century retail game?

In a city where brick-and-mortar stores fetch eyewatering prices, and a time where life is predominantly lived online, more and more retailers are refocusing their attention to the world wide web. Add to that a cutthroat environment where only the fittest will survive, and having a following of loyal fans is more important than ever. Being part of the conversation and being on the mind of consumers has made content marketing a vital component of a winning business strategy.



Annemarelle van Schayik

■ By Annemarelle van Schayik, Content Manager, Telum Media, avanschayik@telummedia.com, www.telummedia.com

There is no escaping technology in the 21st century retail game. In Hong Kong alone, 6.46 million are online, with 5.80 million being active social media users – that is a 78 per cent penetration rate. However, one of the by-products of the democratisation of information and interaction has been the eroded trust in businesses and media.

According to PR agency Edelman's latest Trust Barometer, media as an institution only ranks 33 points out of 100. While traditional media is most trusted at 61 per cent, online media scores lower at

- *In Hong Kong alone, 6.46 million*
- *are online, with 5.80 million being*
- *active social media users – that is a*
- *78 per cent penetration rate.*

45 and social media has lost seven points compared to 2017 at 20 – undoubtedly due to fake news, the politicisation of media and alleged Russian involvement in various elections globally.

Needless to say, this impacts businesses as well. The survey revealed that business lost one trust point to 40 in 2018. The days of hiring an intern to push out a weekly blog and to manage a company's social media presence are over. As such, any self-respecting retailer will have a team, or at least one marketing communications professional whose main role it is to focus on brand trust.

Once upon a time the main tool for this would have been public relations. A PR specialist would draft a smart press release, send it to their media contacts, and in the ideal situation, a journalist would write a smashing article. Yet, the effectiveness and real business impact of the press release has always been questioned. The new normal now sees traditional media in crisis, and pursuing an urgent need to redefine itself, coupled with millennials predominantly consuming their news online, mean traditional media is no longer the only channel.

Having a marketing communications strategy spanning traditional PR to thought leadership, blogs and social media simply means you're still in the game. The 21st century marketer uses content marketing to stand out from the crowd. Massive advertising is increasingly ignored by consumers – not necessarily because they are not interested, but simply because of the increased noise across multiple platforms from myriad brands.

As such, companies are exploring new ways to give their brand a voice and stand out from the crowd. A classic example is Elon Musk, who famously refuses to spend a single dollar on advertising for his Tesla car brand, and yet in February 2018 scooped probably the most valuable (and memorable) car ad campaign ever (check out Tesla's car shot in front of planet). Zooming in on Asia not many campaigns fly high, but Singapore's "chope" campaign from Uber where they placed massive tissue packets to reserve parking spaces sparked organic discussions on parking and ride sharing. Or closer to home, perhaps HSBC's pride lions ring a bell?

Generally, though Asia and Hong Kong tend to be more conservative and risk-averse, with examples of good content marketing few and far between, regardless of the industry one is involved in. Companies continue to focus their efforts merely on SEO, traditional press releases and on that viral social media campaign. But with the right insights and understanding of one's brand audience, an authentic brand image can be put forward.

Consumer's expectations may be higher than ever, but as opposed to the more staid businesses such as insurance and finance, consumers are actually looking to engage.

If anything, on paper retail brands have an easier time. Consumer's expectations may be higher than ever, but as opposed to the more staid businesses such as insurance and finance, consumers are actually looking to engage. They want to know about the best products for their needs and feel appreciated. The key is to interact, but not to intrude. Retailers can integrate in-store data with online and offline channels, leverage user-generated content for social media channels as well as blogs, and create added-value articles or thought leadership that makes one's consumers proud fans. If all done well, consumers will become one's biggest advocates. In a world where trust is at a low, it's those voices that will make or break.

But everything being said and done, content marketing will only work when it's done well. Research shows that the conversion rates of sites with content marketing is higher than those with none. Quality sharable content will go a far way getting repeated on social media and increases word-of-mouth. But remember, less is more. •

Amefa - the Apeldoornsche Messen Fabriek

Amefa started in 1931 as the Apeldoornsche Messen Fabriek, a Dutch producer of razor blades. Business boomed and the demand for razor blades grew considerably during the in the first years of business and the years before the war, partly due to the fact that they were supplied to the Dutch armed forces.



Monique de Raaij

■ By Monique de Raaij, Commercial Manager Amefa, Monique.raaij@amefa.com, +852 2753 7945, www.amefa.com

Due to the increasing competition from Gillette and the introduction of electric razors by Philips, Eugen Hollaender, the founder of Amefa, decided in the late 40s to make the switch to table cutlery.

In the decades that followed, Amefa has become one of the leading European suppliers of tableware and kitchenware. After all these years, Amefa is still a family-run business with Peter Hollaender, the grandson of Eugen, at the head of the company.

Over the years, Amefa acquired well-known brands including Couzon (French cutlery, tableware products), Richardson Sheffield (English kitchen knives), Sabatier (French kitchen knives), BRK (German cutlery), Cuisinix (cookware), Paul Wurths (German cutlery), Lou Laguiole (French knives brand) and Kuppels (German kitchen knives), which have helped to strengthen its position in the table top and kitchenware market. With a total of ten national and international renowned brands, Amefa can now operate at different levels within international trade markets and is able to offer various qualities and designs at different price points. Today, the Amefa Group has subsidiaries in Germany, France, the United Kingdom, Poland, the USA and Hong Kong, and exports both its hospitality and retail lines to countries worldwide.

Everything as it should be

Amefa has been at home at the world's tables since the 40s. Just like its cutlery, Amefa has stood the test of time. The secret to its success? With a strong heritage and expertise in the cutlery world, Amefa knows what works, whether the client is setting their first table or their thousandth! The Amefa team is constantly challenging and developing itself, taking inspiration from on-trend designs to bring fresh, fun and exciting ideas to the table and kitchen. It proved itself efficient, as you will find Amefa and its brands in most European retail chains, as well as extensively in the hospitality industry.

Fourchette or Gaffel? Cuchillo or Coltello? There are lots of languages spoken at the table. Amefa cutlery is the first choice for millions of tables worldwide and is sold in more than 50 countries. Amefa's strength is that they are able to adapt items and designs in their product ranges which fit the needs of the specific countries.

Anyone can create a look. What really makes Amefa stand out is the passion for lasting quality and craftsmanship. We don't cut

corners and our cutlery is beautiful down to the very last detail. We accept spot business, but our target has always been and still is to build partnerships. This is a principle which our clients are aware of and which is appreciated. Our customer relationships are hugely important to us. However much the market is changing, it is still a business of people. We work together with our customers to make sure we deliver the service that they need. And we talk a Cutlery and Kitchen Knife language that everyone can understand – there's no jargon here!

Developments in 2018

Amefa is actively working on the development of both West and East. After having been successfully active in the North American market during the 60s and 70s, a new strategy has been formed and a subsidiary Amefa USA Inc has been established. This year Amefa is exhibiting at the Housewares Show in Chicago, the fair where all US buyers come together once a year.

For the East, over the past years, the Asian business was taken care of by the sales team in the Netherlands. I joined Amefa at the end of January to take care of the development of their APAC business and will be based in their Hong Kong office. As the most Eastern placed member of the Amefa team, the target will be to maintain their existing business, whilst developing more business by finding new distributors and clients in both the hospitality and retail sector.

We are working on a partnership with a distributor in Hong Kong, so by the second half of the year, you will be able to find us in Hong Kong retail stores. Until then, you are welcome to take a look in our showroom. •



Retail & Sourcing: the new generation

Development, design, manufacturing – and a direct market approach. Retail and sourcing are two branches experiencing change. They haven’t been more interconnected than in the present day. This creates difficulties for many, but also opportunities for ‘young’ entrepreneurs.

■ By Kevin Braam, Director TIC Europe Limited, kevin@ticeurope.com, www.ticeurope.com

TIC Europe Limited has a sourcing company (Sourcing Asia) that, under another business unit, directly sells to e-commerce and retailers in Europe. It is focused on popular consumer products with unique design and unique selling propositions (USP’s) that can’t be found elsewhere. With eye-catching visuals and packaging, this has been proven to be successful. The company proves that the combination of quality products, branding and competitive market pricing works. Fast-changing consumer demands, competition, sales forecasting and product development is part of the day-to-day business.

What was a start-up five years ago will reach the milestone of reaching HKD 100 million turnover this year. TIC Europe Limited fully controls the whole supply chain from development and design to bringing the products to the market, and even doing the customer service for consumers. It may sound like this is only suitable for very large clients, but that’s not the case. These days

- “These days you need to be unique.
- Simple trading is disappearing
- as every individual can buy any
- product from Asia these days.”

you need to be unique. Simple trading is disappearing as every individual can buy any product from Asia these days.

IT is major pillar of our organisation; we already saw this coming many years ago. Therefore, we set up our own IT company, which is currently based in India. This enables us to follow our current strategy, as our main sales are online and we need to connect with a lot of online players. In addition to having good products that sell well, being able to connect with these channels conveniently is important. All of our customers can sell all of our products by simply loading our product feed and then start selling. There is no need to pre-purchase any item and they just pay for what they sell after they’ve made the sale. They don’t even have to ship it to the end consumer as we do that for them. After a sale is made, we send out a track and trace code which they communicate to their customer. We have made it as easy as possible for them. No hassle, no risky stock positions, no logistical problems. They can fully focus on what they want to do, which is to sell.

So now you must be asking yourself what we are selling? That is also very simple. We sell everything in and around the house. If enough household needs it, we would be willing to add it to the



assortment. But how do we make the selection? This brings us to data; we live in the world of big data and the more you have, the more powerful you are. We work closely with all of our clients and we analyse all data. It doesn’t matter is this is data from our customer service or sales data, all of it is important. This allows us to optimise our current products, but also to analyse the market before we start the development of a new product. It all starts with this. An idea is just an idea, but the execution is what really matters.

We bring items to the market that people sincerely want but also need for daily life. We spend a great amount of time and effort in doing so. We also truly believe that by making them affordable, it brings the consumer joy and satisfaction, which will result in long-term business. Margins are under pressure and the world is changing, old-fashioned retail ideas expired a long time ago. It is time for the new generation to change the landscape. •

We work closely with all of our clients and we analyse all data. It doesn’t matter is this is data from our customer service or sales data, all of it is important. This allows us to optimise our current products, but also to analyse the market before we start the development of a new product.

ENJOY THE PRIVILEGES WHERE BUSINESS MEETS BENEFITS



To become a member and start receiving benefits of Turkish Airlines Corporate Club, please visit corporateclub.thy.com | hkgcorporate@thy.com
hkgticketing@thy.com | +852 2861 3111 | thy.com.hk
A STAR ALLIANCE MEMBER

TURKISH AIRLINES
CORPORATE CLUB
WHERE BUSINESS MEETS BENEFITS



Name: Maureen Josef

Online Design / B-Spoken

maureen@onlinedesign.com.hk

and maureen@b-spoken.com

Passing the pen

Who am I: My name is Maureen Josef and I'm passionate about fashion, art and lifestyle. My hobbies are designing lifestyle products including fashion collections. When travelling to exotic, but also cosmopolitan destinations, I often find inspiration for my lifestyle fashion collections through the people and surroundings. It also inspires me to support charities including underprivileged women and children. Furthermore, I enjoy empowering startups and young people. As a member of the Dutch Chamber in Hong Kong, I participate in the Mentorship Program to share my experiences with others.

My professional background is: I graduated from the HES Business College in the Netherlands and later, I added the Nima-C certificate. After HES, I started to work for a large Dutch fashion retail chain with retail spaces around Europe. I was the Head of Buying for men's and boys apparel and helped to create a new business unit for ladies and girls which was successfully added and provided significant revenue. I was also a board member in this fashion retail chain for 10 years.

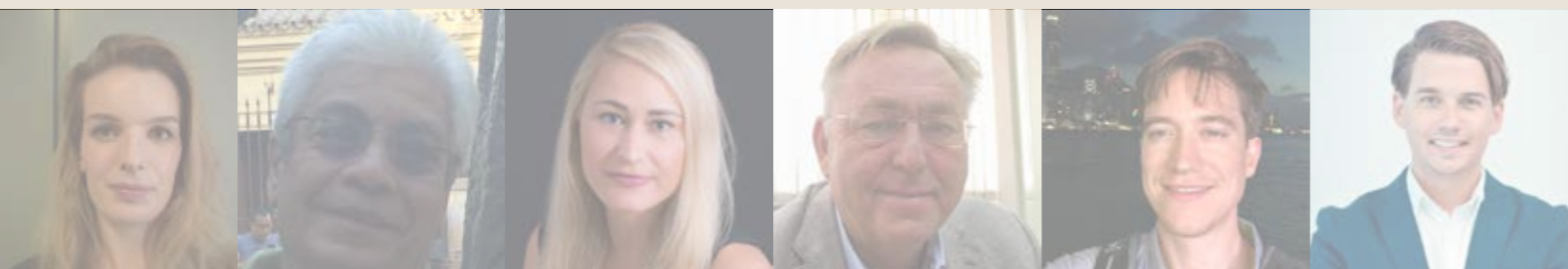
I work for: In 1997, I founded Online Design Limited, a design and production company specialising in the design and production of men's and women's tailored coats and co-ordinates under private label. We started in Hong Kong and expanded with offices in Shanghai and Amsterdam. Our production facilities are all over Asia and Europe. Our focus has been on the design and production of tailored garments for leading global fashion brands to whom we export millions of pieces per year.

I moved to Hong Kong because ... As a child I told my father that I wanted to move to Asia, where I have roots. My parents were born in Indonesia and are of Indonesian, Chinese and Dutch ancestry. They moved to the Netherlands in 1958 where I was born and raised. When I started to work in fashion, I travelled around the world and learn about different cultures, but it is in Hong Kong where I have the energy to think and act global and out of the box. It is here where I have met the most inspiring people and best friends with whom I feel most connected with to evolve. With its strategic location to the South East Asian sourcing and production countries, Hong Kong is an excellent choice for long-term investment. Lastly, it is a convenient city with efficient infrastructure where the weather is pleasant for most of the year.

My most remarkable work story is: I am inspired to support a new movement with the aim to support equality in the workplace in gender, race, health, wealth and more. I am passionate about supporting equality through the introduction of our new B-Spoken Lifestyle Concept. B-Spoken is an innovative way for corporate companies to invest in their teams accelerating not only growth, but also motivation, loyalty and equality in the workplace. It offers an opportunity for companies to meet market challenges while maintaining individuality, supported with our own artificial intelligence assistant Audrey, data analytics, recommendation engine for brand image design and employee image awareness. This offers an opportunity for the management to determine its impact on employee engagement and customer experience. I look forward to leverage our expertise and our partners' expertise, including the inspiring members of the Dutch Chamber, for this project.

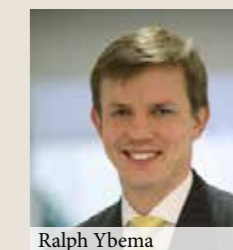
I find most of my business contacts through: Through meet and greet events, as well as through business clubs such as the Dutch Chamber, but also as a member of Founders Carbon Network, an exclusive international high-level online and offline business society with the head office in the Netherlands and chapters in Asia

One day I will be: A person that has helped many people become the best version of themselves leveraging our B-Spoken project supporting equality. What Apple is to technology, B-Spoken will be in fashion. The largest marketing communication company in the world supports our equality goal, bringing more equality into the workplace and helping to make the world a little bit better, together with the amazing people we engage with through this project. •



Retail and Sourcing

“All pigs are created equal, but some are more equal than others.” – *Animal Farm* by George Orwell



Ralph Ybema

■ Column by Ralph Ybema, rybema@china1td.com.hk

If ever one needs reminding of the importance of tones in the Chinese language, it is with the word “mai”, which means the exact opposite depending on the tone in which it is pronounced. Of course, buying cannot go without selling and vice versa, so there is some logic in using words of such strong similarity. However, anyone who has been on a traditional commodities trading floor of old like the one in “Trading Places” could be forgiven for wondering how many multi-million dollar deals could have gone the wrong way had Chinese been the common language used ...

Sticking to the more mundane interpretations of buying and selling, there is an aspect of the China trade that has always struck me as slightly odd. The argument of business development managers with a keen eye for the Chinese market seeking investment funds from headquarters used to run along the following lines: if we can sell one paper clip to each Chinese, we will strike it rich. It's a prospect that cannot fail, a no-brainer; we'd be stupid not to jump on the gravy train.

Funny that the first thing a new China practitioner would find out in the 1980s and 1990s was the blanket barriers to local sales by foreign investors. Manufacture yes, export of course, inject state-of-the-art technology into the country – by all means, the more the better! But sell, sorry – out of the question. Certainly not for businesses wholly-owned by foreigners, but even joint ventures were required to export their entire output, or at least a large portion of it. All wholesale, retail and trading activities were essentially out of bounds until China joined the WTO in 2001.

Sourcing therefore was the mainstay of foreign investment in China until the early years of this century. However, anyone who believed that WTO access meant full and unfettered access to Chinese markets overnight would be sorely mistaken. The many foreign ownership restrictions, remaining import tariffs and perhaps most importantly, the myriad of red tape that comes with

the Chinese “nothing is permitted unless specifically approved” approach, mean that even today, it is far from straightforward to establish retail operations there.

Take the rules on franchising, for example. The essential benefit of franchising as a concept is that the foreign party can quickly create a country-wide distribution network without the need to invest in infrastructure. Not so in China, which requires a start in one city, then the building up of a two-year track record before expansion to other cities becomes a possibility. Of course, all the while presenting an excellent opportunity for local copy-cats to pre-empt the business expansion by setting up their own network, as local companies would not be subject to these requirements.

Have the billions required to set up your own company and build the infrastructure? Welcome to the big boys and sorry if you can't be part of the select few. But wait, not so fast. Setting up a local company, already taking ages by Western standards, is not all. How about the selling permits required for a long list of products, usually justified by public health and safety concerns? How many foreign invested companies took another 18-24 months before actually being able to start selling? Perhaps understandable for prescription medication, aircraft navigation software and high-speed train brake systems, but vitamin tablets? And electronic measuring equipment?

Today's China is friendlier to foreign investors peddling their goods than they were in the 80s and 90s, but not nearly as much so as one would expect from a WTO member state. Sourcing still represents by far the largest portion of our SME clients' China activities. For most, setting up a meaningful sales presence in the mainland is simply out of reach. Until such time as China truly levels the playing field for all foreign companies, the doors are truly open to the large and rich multinationals only. Orwell might call this capitalism with socialist characteristics. •

The Dutch government's ambitious tax agenda – Part II

In the November/December issue of this magazine, I summarised the tax plans included in the then incoming Dutch government's coalition agreement. In the meantime, the state secretary described the plans in greater detail.

■ By Hans Rothuizen – Tax lawyer at Loyens & Loeff Hong Kong

The coalition agreement

When the coalition agreement ('regeerakkoord') was reached last year, the tax plans that attracted most attention were the reforms that will be felt by individuals. The personal income tax rates will be lowered while the VAT rate for 'basic' goods will be increased, and some allowances will be gradually reduced (most notably the deductibility of mortgage interest payments). That was to be expected: the (economic) position of every Dutch citizen should improve with these measures, and after all, they form the electorate, so coalition parties could easily brag about how well they had negotiated.

Soon afterwards, the opposition parties (notably those that are economically speaking on the 'left') drew attention to the fact that, while the VAT rate will be increased, the coalition plans to abolish the Dutch dividend tax, which is perceived as a political present to some multinationals, including Unilever and Royal Dutch Shell.

Hardly any politician mentioned the other plans of the new government, even though many Dutch tax advisers see them as an outright revolution, and which directly affect the position of many companies. (A cynic may ask whether this could have something to do with the fact that companies are not allowed to cast votes in parliamentary elections, and therefore do not deserve an equal amount of attention...)

The letter of the Dutch State Secretary of Finance

On 23 February 2018, the Dutch State secretary of Finance finally shed more light on the intentions of the Dutch government in the field of corporate taxation.

It was already announced in the coalition agreement that the Dutch corporation tax rates (currently 20% for profits up to EUR 200,000 and 25% for the excess) will be gradually reduced to 16% and 21% respectively. Less clarity was given at the time about the abolishment of the Dutch dividend tax (except in case of abuse and on distributions to 'low tax jurisdictions') and the introduction of a new withholding tax on interest and royalty payments to 'countries with very low taxes' (meant to 'counter letterbox constructions').

In the letter that was released in February, it was clarified that the withholding taxes will be levied on dividend, interest and royalty payments, if these payments are made to a group entity in a country with no or low corporate taxes, or in a country that is



Hans Rothuizen

blacklisted by the EU (countries in the latter category tend to levy not too much taxes either). Withholding taxes will also be levied in 'abusive' situations, which seems to mean situations where a third entity is 'interposed' between the company in the low taxed/blacklisted country and the Dutch entity making the payment.

An important aspect of this new tax, being the rate, is not yet known. This could be because the government announced at an earlier stage that it does not expect to actually collect this tax (it is merely meant to discourage multinational enterprises to use the Netherlands in their tax avoidance).

An important aspect of this new tax, being the rate, is not yet known. This could be because the government announced at an earlier stage that it does not expect to actually collect this tax (it is merely meant to discourage multinational enterprises to use the Netherlands in their tax avoidance). However, as the new rules will only apply as from 2020 (for dividends) and 2021 (for interest and royalty payments), many would welcome communication from the government about its plans at this relatively early stage.

In the recent letter, the Dutch government announced another striking new measure to counter the reputation of the Netherlands as a 'tax haven': all Dutch-based 'international holding companies' (not defined) and 'service companies' (that is, companies receiving and on-paying interest, royalties, rent or lease amounts from and to group companies based outside the Netherlands) should comply with certain Dutch substance requirements, which include having own office space at its disposal and incurring annual salary costs of at least EUR 100,000. Although one could wonder whether this is indeed a reasonable requirement (holding shares or receiving and on-paying lease amounts is not necessarily a 100k-a-year job for which separate office space is required), at first glance, it indeed seems an effective measure to combat the so-called 'letterbox companies'.

All in all, the Dutch government is very ambitious and not afraid to break through taboos. Only time will tell whether that is a wise political strategy with the smallest parliamentary majority possible. ●

How Walmart supports a circular economy

In a green world, retail has a significant role to play. Think about the packaging of whatever we buy these days. Millions of transactions take place every day, where packaging creates a lot of waste. Now, this should not come as a surprise, but what really matters here is the question: how do we see our future?



Bernard F. Scheffens

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

To answer the question, we need to create a vision on how we handle the packaging for all kinds of goods, whether it is about food, things we buy, the manufacturer packaging his products etc. The vision could be as follows:

"All packaging must be recyclable, including the disposal and create a circular process, by standard."

Think about this for example:

Just 14% of the plastic packaging used globally makes its way to recycling plants, a third is left in fragile ecosystems and 40% ends up in landfill. It is estimated that by 2050, there will be more plastic than fish in the world's oceans.

The good news is that the industry is taking responsibility to improve. A vision how we all, consumers and companies, can create a future without polluting our environment to a degree that we make life impossible. Unilever for example is working with the Ellen MacArthur Foundation and defined the following objective:

"We are committed to taking a leadership role in driving progress towards a circular plastics economy. In January 2017, we publicly committed to ensuring that all of our plastic packaging will be designed to be fully reusable, recyclable or compostable by 2025."

It is an example that work is already underway and it should encourage us all to do what we can do ourselves, as consumers, to make this successful. As an example, the picture on this page shows what Walmart is doing:

It clearly shows the "integrated flow of events" that determine the success of achieving a circular economy that keeps the environment clean and keeps our economy healthy at the same time. But a closer look identifies not only those responsible for design or production, but also, that the retailer, the user and reuse and recycling facilities must play their part.

Where companies are already working on their responsibilities to the environment, and government taking the role of lawmaker, it comes down to a change in management

process and the way we think about and use our resources. Each year, the economy consumes the resources supplied by the earth for a large number of months. But we also need to use resources already in stock to produce. And each year, we come closer to a point when we won't have resources provided by the earth, and nothing in stock. Then what? Are we really seriously considering a war for resources by the time we reach this point?

Apart from the fact that wars may be unpayable by that time, it is surely not the way a civilised world should handle the issue. So, alternatively, we need to change our thinking, our way of living, more precisely to take responsibility ourselves as citizens more seriously and to not believe "not my problem". Also, good behaviour should be rewarded. For example, if we bring our used batteries back to the shop where we bought them, couldn't a discount be offered on the next purchase of batteries?

To apply the reward principle for good behaviour is key to successful change of behaviour. Many examples are already available. The important thing here is to balance the goal of reducing solid waste with the cost and yield of separated fractions, to register, control and manage the value streams (of waste) properly. It requires an integrated approach, which we have applied in the Netherlands with good results. And again, we raise the bar and discuss how we can help retail, businesses and consumers to, for example, do a better job in separating plastics the way we should and maximise recycling.

As always, I'd like to end my story on a positive note. There is already a lot of work done or underway but let us all be aware that we are all responsible for the result. Each actor in the chain needs to step up. Let's do this! ●

How Walmart supports a circular economy



New statutory requirements

As from 1 March 2018, it will be statutorily required for certain prescribed companies to maintain a so-called Significant Controllers Register (“SCR”). In addition, a person who carries on or wishes to carry on a trust or company service business in Hong Kong (“HK”) will now also have to apply for a license.

■ 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

(A) Maintaining a SCR

Pursuant to the Companies (Amendment) Ordinance 2018 of HK, all companies (including companies limited by shares, companies limited by guarantee and unlimited companies but excluding companies listed on the Stock Exchange of HK) formed or registered under the HK Companies Ordinance are required to (i) identify persons who have significant control over the companies (“Significant Controllers”); and (ii) maintain a SCR in English or Chinese.

Who will be considered as a Significant Controller?

A Significant Controller includes (i) a registrable person who is a natural person and (ii) a registrable legal entity which is a shareholder of the company that has significant control over the company. Significant control will be considered as taking place if at least one of the following conditions is met:

- (i) a person/entity holds, directly or indirectly, more than 25% of the issued shares in the company or, if the company does not have share capital, a person/entity holds, directly or indirectly, a right to share more than 25% of the capital or profits of the company;
- (ii) a person/entity holds, directly or indirectly, more than 25% of the voting rights of the company;
- (iii) a person/entity holds, directly or indirectly, the right to appoint or remove a majority of the board of directors of the company;
- (iv) a person/entity has the right to exercise, or actually exercises, significant influence or control over the company, or the activities of a trust or a firm that is not a legal person, but whose trustees or members satisfy any of the above-mentioned conditions (in their capacity as such) in relation to the company.

What are the obligations of the companies concerned?

It is obliged for those companies to perform the following:

- (i) identifying their Significant Controller(s);
- (ii) entering/updating the particulars of their Significant Controller(s) in the SCR within a specified time limit. The particulars include but are not limited to the name, address and nature of control over the company;
- (iii) keeping the SCR at the company’s registered office or a prescribed place;
- (iv) giving notice to the Significant Controller(s);
- (v) having SCR to be accessible by law enforcement officers upon demand; and
- (vi) to appoint a designated representative responsible for the SCR itself.

One has to be well aware that failure to comply with the SCR requirements will potentially result in criminal offence. The company and every responsible person will be liable to a conviction and fine.

(B) Applying for a license for trust or company service business

According to the amended Anti-Money Laundering and Counter-Terrorist Financing Ordinance (“AMLO”), unless certain exemption criteria can be met, it will be required for a person (including individuals, partnerships and corporations) to apply for a licence when carrying on a trust or company service business in HK.

What trust or company service business refers to?

A person will be considered as carrying on a trust or company service business if one or more of the following services is rendered on behalf of other parties:

- (i) forming corporations or other legal persons;
- (ii) acting, or arranging for another person to act
 - as a director or a secretary of a corporation;
 - as a partner of a partnership; or
 - in a similar position in relation to other legal persons;
- (iii) providing a registered office, business address, correspondence or administrative address for a corporation, a partnership or any other legal person or legal arrangement;
- (iv) acting, or arranging for another person to act
 - as a trustee of an express trust or a similar legal arrangement; or
 - as a nominee shareholder for a person other than a corporation whose securities are listed on a recognized stock market.

What are the criteria for obtaining the license?

A “fit and proper test” will generally (although certain exemptions apply) apply when determining whether a trust or company service provider (“TCSP”) and every relevant person of the TCSP are fit and proper to carry on or be associated with a trust or company service business. The relevant factors include but are not limited to the following:

- (i) whether the person has been convicted of an offence, in particular those relating to money laundering, terrorist acts/financing, drug trafficking, an organised/serious crime or the person had acted fraudulently, corruptly or dishonestly;
- (ii) whether the person has failed to comply with requirements/regulations imposed under the AMLO or the Registrar of Companies;
- (iii) whether the person is an undischarged bankrupt/in liquidation receiver.

Usually, the validity period of a licence will be three years and it is required to apply for renewal of the license.

TCSP licensees are obliged to report changes in particulars and cessation of business as well as comply with ongoing obligations such as customer due diligence and record keeping. Failure to comply with the stipulated requirements is an offence, subject to fine and imprisonment. ●

The business of sourcing

From taking an idea to actually turning it a business, a lot needs to happen. Not only is there a lot of hard work involved, but if a physical product is needed, then sourcing the right suppliers is key. We spoke with Thomas van Duinen and Benjamin Besselsen about their businesses and their sourcing work.

■ By Donna Mah

Thomas van Duinen,
Managing Director,
Trimex International Services Ltd

With a Master’s degree in Sinology from Leiden University, it makes perfect sense that Thomas van Duinen would decide to develop his career in China. Having worked in Shanghai and Taipei, Thomas has called Hong Kong home since 1998. In fact, he met his wife during his first year working here.

Thomas is currently the Managing Director at Trimex International Services Ltd, a vertically integrated consulting company that he started in July 1999, that specialises in sourcing, manufacturing and retail activities in Asia for customers. Trimex works with companies to establish a presence throughout China and South East Asia.

Starting out in China

Thomas began his career in 1993 in Shanghai, but then decided to contact an acquaintance in Taipei about working in the Taiwanese city. He was quickly offered an interview and subsequently a job there.

In Taiwan, Thomas learned how the sourcing business worked and gained experience in quality control, logistics and quality assurance. After some time in Taipei, his company transferred him to the Paris office, but he soon realised that he wanted to return to Asia. Around this time, the company he worked for decided to set up a buying office in Asia, so he was able to move to Hong Kong as the Sourcing Director for Asia in 1998.

After setting up the office, Thomas realised he could “do this myself” and started his own business after about a year.

Dutch connections

In the early years of starting his business, Thomas was a member of the Dutch Business Association (DBA), which is now the Dutch Chamber of Commerce in Hong Kong. As his business relies on good word of mouth, Thomas was able to build a strong network of connections through the DBA.

“The Dutch Business Association used to organise many trade missions. They helped match companies based in the Netherlands with companies in Hong Kong. I got a lot of business through the DBA. One turned out to be a very good customer for many years,” he told us.

“When I first started my company, it was important for me to meet



Thomas van Duinen

Benjamin Besselsen

potential customers face-to-face. People decided to work with me because they felt comfortable with me. Building relationships is important to my business as is good word of mouth,” Thomas explained.

Working with customers

Trimex started out as an OEM trading company for power tool accessories and has grown into a vertically integrated consulting company that works with customers on product development, purchasing/production to retailing.

It’s not possible to cover all the areas of business that Trimex is involved in in this article, however, Thomas did explain how he helps his clients through the work his company does.

“The cost of a manufacturing a product is one thing. Having the product delivered on time (especially with seasonal products) is equally crucial. When the product has a high return rate, or the sell through is slower than expected, the retailer faces additional costs that need to be covered. So it is better to prevent this,” he explained. Trimex works closely with the customer, the factory and manages the logistics of producing and transporting the goods to where they need to go.

His scope of work covers monitoring the factors that affect what Thomas refers to as the ‘cost of ownership’. “What happens when your product is made in a factory that does not care about workers’ safety, their salary, or worse, the environment? If these practices are exposed by an NGO, the damage to the image of a company can sometimes be major and difficult to express in dollars. These are just a few of the factors that can influence the cost of ownership of a product ... my company provides various solutions to tackle the many different risks that may influence



Workers at work in a factory



Trimex joint venture factory gates

the cost of ownership of a product for a retailer. These solutions lead to long-term cost savings. Not only for the product itself, but throughout the supply chain for our customers,” he elaborated. “Factory evaluations are therefore a very important part of our job.”

Thomas also shared some examples of the type of work Trimex has done for customers. In one case, they provided the personnel to start up the buying office for a customer. A decade later, Trimex is still working with this buying office. Thomas credits, “the knowledge and reliability of our team” with this.

Regarding the sourcing business, Trimex tries to maintain its focus on its area of specialisation which is products for DIY and discount retail. However, Thomas also stressed that if a long-term business partner has a special project they would like help with that is within Trimex’s technical reach, Thomas said that they would of course consider these projects. He did however add that, “... we will probably not be sourcing Christmas trees or textiles anytime soon.”

Changing times

For Trimex, one of the biggest challenges as a sourcing company is that one of its most important sourcing markets is China, a market that is constantly changing. Some regulatory changes implemented by the Chinese government can adversely affect supply chains, not only causing delays, but monetary losses.

“The Chinese government is quite good at implementing regulations when prompted, but not so good at considering the short- to medium-term consequences for the manufacturers involved. In the second half of 2017 we saw many subcontractors close down because they allegedly did not comply with environmental regulations. A few weeks after the 19th National Congress of the Communist Party of China, most of the manufacturers that had closed down were back online again. In the meantime, we had to find solutions to deal with a supply rupture of, in some cases, 3-6 weeks,” Thomas said.

Thomas also noted that in the 20 years that he has been running Trimex, he has noticed that customers are not simply basing purchasing decisions on price only. They are now looking at longer term partnerships which require “building a mature and sustainable supply chain”.

To illustrate the long-term relationship building, Thomas said, “At the moment we do not just source the product for our customers from Asia, in some cases we also keep stock for them and coordinate distribution to distribution centres or even to store level from here.”

Buying management by Excel

However, a trend that Thomas noted when discussing changes in the business, is that many retailers are now being run by

investment firms. These firms tend to look at the metres of display space they have and then display products that make up a large percentage of their sales, based on data that is input into a spreadsheet software such as MS Excel. If the general sales rule of 80/20 where 80% of your sales are generated from 20% of your customers/products is applied, then only 20% of products sold (by category) would be selected for display. Thomas believes that this has led to a ‘blandness’ to the product offerings available to customers and does not encourage innovation.

Sourcing success

With his extensive experience in sourcing and doing business in Asia, Thomas has developed what most would consider to be a deep understanding of the different cultures in Asia. He believes this is key factor to success for sourcing in the region.

“We have seen many top retail organisations from Holland struggle with their Asia buying operations because they did not understand the cultural differences enough. To negotiate a price for a product is one thing, but the cost of ownership of the product – to get the product in your store on time, on spec and complying with all the rules and regulations of the retail organisation – is quite another,” said Thomas. “While the items being sourced or the terms of business have changed over the years, what has remained unchanged is the strong underlying relationship with our customers.

Benjamin Besselsen, Founder, White Dragon Camping Gear Ltd

As a teenager, Benjamin Besselsen made his first business trip to Hong Kong in 1999 with his older brother and father. It was a sourcing trip to find suppliers for a company he and his brother had founded the year before. At the time, their business was one of the first online shops in the Netherlands and sold accessories for game consoles. Benjamin has since moved on from gaming accessories and currently sources different products for two companies that he operates: White Dragon Camping Gear, which supplies short stay accommodations for world-leading music and sporting events; and Nephews, which supplies fashionable handbags and accessories to mainly European brands. For this article, we spoke to Benjamin mainly about White Dragon’s business.

What is White Dragon and what do you do there?

“White Dragon is a global camping and glamping specialist, a one-stop-shop for anyone who wants to create a mind blowing camping event. Currently our products are primarily found at sports and music events. However, we do see an increasing demand for corporate events and semi-permanent glamping locations as well.

Our services range from bespoke product design to a complete camping solution. If you want to build a camping area for 100 to 10.000 guests, we will take care of every step, from design to delivery anywhere in the world within 100 days.

My role for both companies (White Dragon and Nephews) in maintaining the relationship with our key clients as well as training the sourcing and purchasing teams to take care of the quality, time planning and working within their budgets,” explained Benjamin.

For those unfamiliar with ‘glamping’, it is a term used to refer to camping but with more luxurious “glamorous” accommodation and resort-style facilities.



Benjamin Besselsen with tent models

Building a business

About four years ago, Benjamin moved to Hong Kong. Prior to the move, he had already spent a great deal of time in the region having already set up an office in Lai Chi Kok in Kowloon, where Benjamin enjoys the area’s urban style. The area is going through a bit of a transformation with old industrial buildings being restyled and updated. A big benefit is that the neighbourhood offers more square footage for the money than in other parts of town.

White Dragon was developed after Benjamin was asked to source camping (or ‘glamping’) products for an event and has grown into a business. White Dragon custom develops tent structures with full-colour prints for customers that supply them to events. As events have dates and venues that are set and cannot be changed, delivery deadlines can not be missed and production lead times can be tight, which means production planning is a core activity for White Dragon.

“Our products can be found at intimate private events like weddings to events from world leading organisations like, LiveNation, ID&T, Tomorrowland and many more. We work closely with our clients and are always looking for innovative and out-of-the-box designs to surprise their visitors each and every year,” Benjamin said.

The global event planning community is not a huge one, so Benjamin explained that word of mouth is very important for the business. For Benjamin’s work, that means that quality control and quality assurance are key. “Check, check and check again, to make sure that everything has been done according to specification,” he stressed. “We currently only work with exclusive partners with a wide network in their geographical markets. This allows us to invest a significant amount of our time in our cooperation. In order to be able to smoothly coordinate the manufacturing process and logistics for delivery to different parts of the world, a close connection and high level of trust between us and our customers is essential.”

Sourcing from the beginning

From the purchase of the raw materials to the printing, cutting and sewing of the fabric, Benjamin, or a member of his team, is involved right from the beginning of the production process.

“We always double, triple, and even quadruple check every single detail in the production process for our products. We start with controlling the purchasing of raw materials due to their significant effect on the life-cycle quality, we take into consideration the look and feel of the end product and the smell as well. We had to cancel and redo a full canvas production run because of an odd and very unpleasant smell. This costs us a lot of time, which we normally don’t have. Therefore, in order to stop a potential chain reaction

of issues, that we don’t have time for, we need to be involved in manufacturing of the fabrics as well,” elaborated Benjamin. “No one wants to sleep in a tent that smells bad.”

How business has changed

“As mentioned earlier, we have to check and double check everything. Again, and again, and again. After going through the steps involved in each production, we started to map out the data that is required for each production. Our business has grown quite quickly and we have come up with a solution to solve the recurring issues associated with every development or manufacturing process. It is an online tool which our clients use to control their procurement,” Benjamin told us.

The system is a custom solution that White Dragon commissioned the development and implementation of. It walks the customers through the procurement process from the initial quote, to the customisation of every detail of the product, to the delivery of the finished goods. In some cases, consolidation from several factories is also handled by White Dragon before a shipment goes out to the customer, so being able to manage all the details involved in an order or group of orders is very important.

Benjamin explained, “We have completely taken any potential human errors related to the specification, design, and order deadlines out of the equation. Because of this, we can spend more of our time on quality control and ensuring all deadlines are met.”

While a high level of quality must be maintained for White Dragon’s products, the company is also conscious of the need to offer competitive pricing and therefore is looking at alternative sourcing locales, such as Vietnam and Cambodia, for future production needs. With regulatory changes that are being implemented due to China’s environmental policy, it is not unusual to have double-digit increases in production costs. These cost increases need to be passed on to customers, so cost-effective solutions are being explored by White Dragon.

Seeking solutions

While having a problem or issue is not ideal, Benjamin appreciates that they have taught him to be a better problem solver and better able to craft solutions.

“That’s how you learn. By making mistakes, you learn to avoid mistakes in the future and to not make the same ones again,” he said. “When an issue arises, a solution must be found. I also need to be able to assess the urgency or how bad a situation may be before offering solutions. We take the time to examine the root cause of a situation. Having the right experiences helps me to manage these situations better.” ●



White Dragon tents at an event

Curing fashion's wasteful underbelly

Say 'fashion' and many people will typically think glamour, runways and the glossy magazines teasing us with a kaleidoscope of looks that offer tantalising promises of changing our outer appearances.

■ By Christina Dean, Founder Redress, the NGO with a mission to reduce fashion's waste, and Co-Founder The R Collective, the upcycled fashion brand

But now, fashion's ugly underbelly has been uncovered. Take your pick from fashion's rampant negative environmental impact that places fashion as one of the world's most polluting industries, her crushing social injustice in the hands of globalisation and the search for the lowest price points, to the grotesque shadows of her textile waste that piles up in factories, closets and landfills around the world.

And it's on the topic of waste that the story worsens. In part thanks to fast fashion – the mass production of trend-driven clothes under tight production timelines and at gutter-low price points in which the only way to make money is to sell at a vast scale – clothes have become accessible and cheap. The numbers speak for themselves. Annual global apparel production doubled between 2000-2014 to 100 billion apparel pieces and consumers changed their clothing behaviour so that they now keep their clothes for half the time as they did 15 years ago.

With all of this humongous clothing production, glutinous consumption and short consumer phase, it's little surprise that textile waste is one of the pressing issues – or perhaps opportunities – of our time. Globally, the fashion industry is reported to generate 92 billion tons of textile waste every year. In China, it's estimated that 26 million tonnes of industry and consumer textile waste is generated annually. In Hong Kong, we dump 307 tonnes of textiles per day into our landfills.

But a 'new' form of clothing waste is now also on the chopping board; that of retailer's unsold clothing inventory or dead stock. The scale of this unsold waste is unknown. So, let's have a fun guess. If 100 billion new garments are manufactured annually and if we applied a very generous 90% sell through rate, then potentially 10 million items of clothing become dead stock every year. Where do these clothes go? As well as outlets and reselling via wholesalers, or via friends and family sales, or donating to charities, a lot of dead stock clothing is dumped into landfills.

Operation X, the investigative report by a Danish TV Channel showed their own evidence that supposedly demonstrated clothing incineration by several big high street brands, including H&M and Bestseller. The BBC recently reported on how a French



R Collective - up-cycled knitwear collection

brand was caught dumping slashed unsold clothes into a Parisian alley.

And even the likes of Harrods, Saks Fifth Avenue and Browns London have jumped on the waste bandwagon, admittedly at the opposite end by showing their support of a less-wasteful fashion industry, by decking their hallowed windows in clothing waste in a stance to shine the light on waste.

So, what are possible solutions?

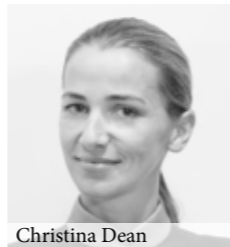
Starting with the most unfashionable, for the retail sector at least, over-production and over-consumption. I've noticed the creeping into mainstream conversation and consciousness, from fashion editors, commentators to influencers, over the last few years about the realisation that we are consuming too much, and that there is a mismatch between irresponsible buyers and the now less fashion crazed consumers.

Another more optimistic solution – and a more palatable for some in the retail sector – is the circular economy. Perhaps the Holy Grail for fashion, the circular economy is a near-nirvana state in which all resources, are re-used and utilised again and again, driving with it economic, environmental and social benefit and reducing waste and the demand for virgin materials. To bring the principles of the circular economy to life, think of how a tree falls and decomposes. Here, all nutrients are put back into use.

So, like the forest, fashion needs the circular economy and a system where waste, from textiles, trimmings, water to packaging, becomes resources again, whether within the fashion supply chain itself or for other industries.

Unlocking this circular economy requires enormous industry changes, including the advent of scalable textile recycling. This way; some consumers could go back to or continue buying lots of clothes knowing their cast-offs could be recycled; brands could sell their dead stock waste for re-use; factories could find a market for the fabric excess; and we could all dream on again about how marvellous fashion is.

One big question remains: if the global population rises as expected to 8.5 billion people by 2030 and if overall apparel consumption rises by 63% – do we have time to wait? ●



Christina Dean

Interview with Patrick de Nekker and Henk Witteveen – founders of EARTH Concepts

■ By DutchCham



Henk Witteveen



Patrick de Nekker

The start

Patrick: Around 10 years ago I was working for Heineken and Henk was organising the Dance Parade in Rotterdam. That's how we met.

Then one day, I met a guy in Canada who wanted to start selling water and donate the profits to water projects. The idea appealed to me and I approached Henk to be an ambassador. Instead, he wanted to be a partner. Now, 10 years later, we are in Europe, Dubai, China and Hong Kong.

We started our company based on the tagline: "If you had the chance, would you change the world?" The concept of EARTH is that a lot of people die every single day because of the lack of clean water. If someone wants to help, they either have to donate money or work as a volunteer. Our idea is: if you buy our products, you are helping, as we donate 100% of our net profit to water projects. Over the years, we have donated more than EUR1.2 million to water projects, mainly in China and Africa.

Selling a story

We don't sell a product, but we are selling a story. As we don't have a big marketing budget, we work with the right ambassadors, events, venues and network to build our brand without funds. We need to be creative and have a different strategy from the big brands.

One day, we were called by the water sommelier of Sergio Herman. He mentioned that Sergio chose EARTH Water from a blind taste test of 63 different waters. As Sergio Herman has three Michelin stars, a lot of other high-end restaurants started to use EARTH Water as well. In addition to high-end restaurants, you can also find us at all the catering companies in the Netherlands and

venues such as the Ziggo Dome. We work with a lot of different influencers, including celebrities such as Dennis van der Geest and the Black Eyed Peas.

Another example of doing different types of promotion is that we are also included in the rider (wish list) for different artists. These artists, such as Chef Special and Typhoon, request that EARTH Water be supplied where they are performing, and the organiser arranges it for them. We've even served EARTH Water to the Rolling Stones at the Pinkpop music festival!

Expanding to China

We launched in China about two years ago when there was a big Dutch trade mission to China. During this trade mission, the first EARTH bottle was given to Prime Minister Mark Rutte. In China, we started in The Puli Hotel and Spa. When other restaurants and hotels saw this, they also wanted to buy EARTH Water. We are in the Disney Hotel, Marriott, W Hotel and Pullman. We are also in restaurants and cocktail bars, such as Chop Chop Club. In these venues we used the same strategy as in the Netherlands. We worked with ambassadors and asked DJs and bartenders to promote our brand for free. We also work with a famous Chinese actress. We donated money to a project in Mongolia which she visited, generating a lot of publicity for the project and the brand.

Starting in Hong Kong

Now we are slowly starting in Hong Kong. Our first impressions of it are good. We think there is room to grow for EARTH Water. In the end, we want to be available everywhere, with a focus on hospitality, as we are more of a B2B brand. We will use the same strategy as we did in the Netherlands and China, using our network and a creative marketing approach to build our brand here. ●



Brand ambassador



Earth Water Projects

Interview with Lotte Leufkens – CloudCuddle

■ By DutchCham

Can you briefly introduce yourself and CloudCuddle?

My name is Lotte Leufkens and I'm a student in Mechanical Engineering at the Technical University in Delft. About three years ago I did a minor in Biomedical Engineering. During one of the courses, a family from Delft proposed problems that they encountered in daily life, as they have a disabled son. One of their biggest problems was sleeping away from home. For example, when someone has epilepsy or spasms, they can easily fall out of bed and hurt themselves. Another example is mental disability. When someone is mentally not older than one but their body is as big as a 15-year-old, they need to be protected against themselves; against wandering through the house.

Therefore, these children need to sleep in wooden bed cages with cushions on the inside, which reach all the way up to the ceiling, to make sure they can't get out of bed and stay safely inside. These beds are very expensive; the costs are nearly EUR10,000. Furthermore, due to their size, you can't take them with you when you travel. But they are not available at hotels, grandparents' homes or anywhere you may want to go. This means that families with disabled children are oft times homebound. Even hospital visits, which are very common for these families, are difficult, as hospitals often don't have enough safety beds. We've heard horror stories in the Netherlands of parents who have had to put a mattress on the floor, and cradle their child in their arms at night, just to make sure that the child slept safe.

Design a solution

As a Mechanical Engineering student, I wanted to design a solution for this problem. I worked on this for three months during the course, and by the end, we had made some prototype designs for an inflatable bed tent. We made it inflatable because we wanted to make it light and easy to carry. The CloudCuddle is designed to go around a mattress like a fitted sheet. When you inflate it, it becomes a strong tent-like structure around the mattress. We are working together with a kite surfing company, as the products are also inflatable and the material is very strong. A strong material is important as the children will kick and try everything to get out.



Lotte Leufkens

After the course, the family we originally designed it for asked us to use these designs, as they could have an impact on the lives of many families. It was quite a big thing to ask of us, as a full-time engineering student most of our time was devoted to studying. Starting a business in addition to full-time study was quite difficult.

Start-up Awards

We started by entering a few start-up awards, in order to get capital to make prototypes. We also started to take some courses in entrepreneurship at Yes!Delft, a leading tech incubator in Europe. They started very simple with a business model canvas. Get out of the building, speak with a hundred potential customers and verify the problem. Is it really a problem for everyone or just this one family? In the past three years I was able to both grow as a business owner and develop the product at the same time.

We started selling in June 2016, and since then, we have received pictures, videos and stories from families, showing us how the CloudCuddle has opened up the world to these families again. During the Christmas break, we received pictures of families that finally got to go on a ski holiday together. Stories like these are the main reason why I'm doing this. I never really wanted to become an entrepreneur. I just wanted to solve a problem and whilst doing that I discovered that I really like being my own boss. In May, I will graduate and receive my Master's degree, and then I'll be able to focus on CloudCuddle full time.

Amsterdam TedX Women Start-up Award

I'm in Hong Kong now because I won the Amsterdam TedX Women Start-up Award. I wasn't sure whether we had a chance, as there were quite a few companies that were further down the road than CloudCuddle. Having only started selling in June, we have limited consumer product validation. However, I think I won because of the impact that we are making. Getting recognition and going to Hong Kong was a big cherry on top. We're still building the business in Europe, so I want to focus on that, but Asia might be the next step. Here in Hong Kong I have already spoken to a society for disabled children and I can see that there is a need here as well. ●

Peter Godber

In the award-winning film *Echoes of the Rainbow*, which takes place in Hong Kong in the 1960's, a gweilo police officer does his rounds collecting money from all the shopkeepers on the street he patrols. Hong Kong was indeed rife with corruption, and public servants from firemen to policemen to public works department civil servants all took part.



Daniël de Blocq van Scheltinga

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

This was an open secret, and was seen by many as a normal bonus, a perk. The reason that this corruption was so common, and accepted, was that the civil servants were generally grossly underpaid.

The result was that policemen would often extract bribes (popularly called "tea money") before they investigated a crime, as did firemen before they rescued people and put out fires, and even ambulance attendants before they picked up a sick person. Many Chinese detective superintendents amassed incredible wealth from their corrupt dealings with triads and corporations. As the police force was so riddled with corruption, the colonial government avoided confronting the issue, fearing it would lead to the total breakdown of law and order. So powerful were corrupt policemen in the 60s that they succeeded in getting a committee of inquiry to lay the blame for a series of riots on the territory's few prominent anti-police corruption campaigners.

Something had to happen, and in 1973 it did, in the form of Peter Godber. Peter Fitzroy Godber was then a Chief Superintendent of the Royal Hong Kong Police Force, serving as Deputy District Commander of Kowloon. Godber, originally from Hastings, England, had started out on the local police force there. When the opportunity arose to move to the "Pearl of the Orient" to join the police in 1952, he grabbed it. Life was clearly better in Hong Kong: in contrast to the slow, steady advancement offered by a provincial UK force, all expatriate policemen in Hong Kong started their careers as inspectors, regardless of age or experience. And they enjoyed a lifestyle that their counterparts in England could barely dream of.

Godber advanced through the ranks quickly. He made a name for himself in the period in which Hong Kong had social tensions partly due to the volatile mix of a rapid population explosion with refugees from China and Vietnam, as well as the spread of new ideas from anti-colonial movements in South East Asia, and more importantly from communist sympathisers inspired by Mao.

In May 1967, a labour dispute at a plastic flower factory became violent, leading the police to arrest 21 demonstrators. This was clearly the catalyst certain groups had been waiting for, and very large pro-communist and anti-British demonstrations (according to the news reports many of the pro-communist demonstrators "carried [Mao's] Little Red Books in their left hands and shouted communist slogans") were held the next day. Months of violent protests ensued, including a July 8 attack by mainland demonstrators and members of the (Chinese) Peoples Militia, crossing the border at Sha Tau Kok and attacking the Hong Kong police. Five Hong Kong policemen were killed in that incident.

Emergency regulations were swiftly put in place, which led to more violence, including the planting of bombs (both fake and

real) by insurgents all over the Territory. The 1967 "summer of discontent" lasted from May to December, leaving 51 dead and 1,963 wounded.

Hailed as one of the heroes of that long, hot summer, Godber was awarded the Colonial Police Medal the following year, and Princess Alexandra (first cousin of Queen Elizabeth) herself pinned it on his chest when she visited Hong Kong in 1972. Godber seemed destined for the highest positions within the force.

However, during an investigation by the inhouse police anti-bribery unit, following a routine enquiry from a Canadian bank, it was revealed that Godber had amassed almost HKD 4.5 million in his bank accounts (more than six times his entire earnings over 21 years with the police force!). On 3 June 1973, at the end of the daily morning meeting of senior officers, Godber was confronted with the information gathered, and asked to explain this in front of all present. It is said that he fainted on the spot! Meanwhile, raiding parties were searching Godber's office and home, where they found more than \$400,000 in cash hidden in his freezer.

Instead of answering the questions, he first arranged for his wife to leave Hong Kong, and then using his police airport pass to bypass immigration and passport checks, and walked onto a plane at Kai Tak Airport for London via Bangkok. He was subsequently arrested on 29 April 1974 in England and extradited to Hong Kong on 7 January 1975. His trial began on 17 February 1975, and after six days, Godber was convicted of corruption and sentenced to four years in prison plus confiscation of HK\$25,000.

Godber's escape had led to a large public outrage over the integrity of the police's self-investigations, and calls for reforms in anti-corruption efforts, resulting in the Government creating the Independent Commission Against Corruption (ICAC) in 1974.

On the ICAC website, which has a section on the important Godber case, it notes that the money was not all recovered: "The ICAC later filed a writ to try to recover, through civil proceedings, the \$4 million in assets suspected to be corrupt income. Despite difficulties encountered in seizing assets spread across several continents, the ICAC still has not given up the hunt for those missing millions."

Today Hong Kong is perceived as one of the least corrupt nations, ranking (2017) number 13 out of the 180 nations ranked, higher than the US (nr 16) and Japan (nr 20) in the annual Transparency International survey. The recent conviction of the former Chief Secretary, only serves to underline that corruption is no longer accepted in the Territory. Luckily, Peter Godber would not recognise today's Hong Kong. ●

**InterWomen Seminar:
Embedding Diversity & Inclusion
in your organisation**
On the 18th January we had a panel discussion about embedding Diversity & Inclusion in your company the right way.

Thursday, 18 January |
PwC



Creative Mixer
The Creative Mixer is a get together of people from the creative industry, in the broadest sense of the word.

Tuesday, 6 March |
Bar Six, Central



**From global to regional: an
economic and investment outlook**
During this economic and investment outlook, APAC Chief Economists Alicia García Herrero from Natixis and Rob Carnell from ING talked about what 2018 has in store for us.

Monday, 15 January |
KPMG



Tough Conversations
During this interactive workshop Anne Evanno (CUHK Business School) and Bart de Wit (Bluwater Consultants) explained how to approach challenging conversations with confidence, and manage them skillfully with assertiveness.

Wednesday, 7 March |
CUHK Business School Town Centre



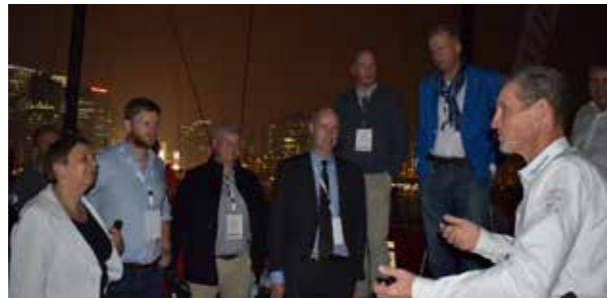
Volvo Ocean Race
During their stopover in Hong Kong, the Dutch Chamber and Arcadis organised an event at the Volvo Ocean Race. Henk Ovink, Special Envoy for International Water Affairs for the Kingdom of the Netherlands, spoke about the importance of water management. Simeon Tienpont, skipper AkzoNobel, talked about the importance of working well together as a team.

Monday, 22 January |
Sailors Terrace, Kai Tak Terminal



**Changes in China's banking system
after the global crisis**
During this presentation, Michiel Haasbroek talked about China's banking system after the global crisis. Will it be a source of future financial fragility, or will it continue to support the miraculous expansion of China's GDP, while the authorities engineer a "soft landing"?

Friday, 9 March |
Dutch Consulate General



NEW ASSOCIATE MEMBER – Anders Bragee, Svenska Handelsbanken

Handelsbanken, one of the highest rated banks in the world, is a full-service bank with a nationwide branch network in Netherlands, Sweden, Denmark, Finland, Norway and the UK. The Bank regards these six countries as its home markets. Handelsbanken was founded in 1871 and currently has nearly 12,000 employees working in more than 20 countries. The Asia Pacific presence consists of branches in Hong Kong, Shanghai and Singapore and representative offices in Beijing, Taipei, Mumbai, Kuala Lumpur, Jakarta and Sydney.

For more than 30 years Handelsbanken has supported corporate clients from our home markets doing business in Greater China. Handelsbanken Hong Kong Branch started operations in 1984 and today offers banking services such as cash management, lending, trade finance solutions, trading and capital markets products.

- **Anders Bragee, Corporate Account Manager, Svenska Handelsbanken**
+852 2868 2131, anbr38@handelsbanken.hk, www.handelsbanken.com



NEW SME MEMBER – Bert Bulthuis, Sitec Studio Ltd.

Bert Bulthuis is an experienced architect who has been working on projects in Asia since 2014. He founded SITEC Studio Ltd, as a Hong Kong counterpart to his long-established Dutch firm. Through Architectuurstudio SITEC NL he has designed and realised over 200 buildings across The Netherlands since its 1993 inception.

From Hong Kong, Bert handles the design and realisation of office, shop and hospitality interiors, as well as private client housing, extensions and the revitalisation and redevelopment of historical buildings.

The clients of SITEC Studio Ltd include: Star Cruises, Algorithmic Trading Group, Triple Eight Ltd, Kokomo Capital Management Ltd, Wencheng Gongzhu International Foundation and private clients.

- **Bert Bulthuis, Architect, CEO, Sitec Studio Ltd HK and Architectuurstudio SITEC NL**
HK: +852 9644 3982, NL: +31 (0)6 5379 3952, architectuur@studiositec.nl



JOB SEEKER

Noud Ottens

I'm currently searching for job opportunities in Hong Kong, to commence in July 2018. Predominantly searching for roles as project manager, business analyst and account manager. Industries of interest include: business services, technology and the financial services.

I'm self-motivated, organized, and an excellent communicator with almost two years of experience in project management at Google Inc. in London. After obtaining my Bachelor of Business Administration in 2016 in The Netherlands I started working as a project manager at Google Inc. In this position, I led a team of 20 highly skilled Field Operations Associates across Sweden, Denmark, Norway, The Netherlands, Germany, France, UK, Italy and Spain with a focus on improving the performance of Google's indoor mapping.

Main responsibilities included overseeing the daily operations of my team in reaching department targets set by strategic management as well as giving occasional training. Time management has shown to be essential in this role.

I'm currently studying a double Master's Degree program in International Business in Barcelona. After completing my postgraduate degree in early July 2018, I hope to directly start a new challenge.

Go to the Job Seekers page at www.dutchchamber.hk to find Noud's CV.

NEW MEMBERS LISTINGS — TRADE SHOW CALENDAR

NEW STARTUP MEMBER

Dragon's Gate Ltd

Boyd Mulder, Founder & GM
Room 503, Connaught Commercial Building,
185 Wanchai Road, Wan Chai, Hong Kong
+852 6651 0291
boydmulder@dragonsgate.com.hk
www.dragonsgate.com

NEW CORPORATE MEMBER

First Advantage Limited

Erik Schmit, EVP & Managing Director APAC
Unit 1001, 10/F, 88 Hing Fat Street,
Causeway Bay, Hong Kong
+852 3970 4802
erik.schmit@fadv.com

NEW YOUNG PROFESSIONAL MEMBER

Jorinde Bettink

69 Hollywood Road, Central, Hong Kong
+31 6 3192 0195
jorinde.bettink@tennet.eu

Telum Media

Annemarelle van Schayik, Content
43/F, AIA Tower, 734-738 King's Road,
North Point, Hong Kong
avanschayik@telummedia.com

NEW CORPORATE MEMBER

Bank of China (Hong Kong) Limited

Thomas C.M. Wong, Head of Business Partnerships Management,
Small Enterprise Management Division
6/F, Bank of China Tower, 1 Garden Road, Central, Hong Kong
+852 2160 6099
chunmingwong@bochk.com

NEW ASSOCIATE MEMBER

Wildrik de Blank

Apt 15A, 62B Robinson Road, Mid Levels, Hong Kong
+852 9195 4849
wildrikdeblank@hotmail.com

NEW STARTUP MEMBER

Pandasia Digital

Tina Goguia, Founder and Managing Director
Unit 1102, 11/F, 29 Austin Road, Tsim Sha Tsui, Hong Kong
+852 5334 7516
info@pandasiadigital.com
www.pandasiadigital.com

IN THE NETHERLANDS

Bike Motion Benelux

Location: Jaarbeurs Utrecht
Date: 2-4 March 2018
Organiser: Jaarbeurs
Email: info@jaarbeurs.nl
Website: www.bikemotionbenelux.nl

Funsports Xperience 2018 (indoor sport)

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

Second Home Beurs

Location: Jaarbeurs Utrecht
Date: 9-11 March 2018
Organiser: Fairs Consult BV
Email: info@secondhome.nl
Website: secondhome.nl

Trade Mart Inkoopdag Fashion World

Location: Jaarbeurs Beatrixgebouw
Date: 19 March 2018
Organiser: Jaarbeurs, Trade Mart Utrecht
Email: info@jaarbeurs.nl
Website: www.trademart.nl

TechniShow

Location: Jaarbeurs Utrecht
Date: 20-23 March 2018
Organiser: Jaarbeurs Utrecht
Email: info@jaarbeurs.nl
Website: www.technishow.nl

Building Holland

Location: Amsterdam RAI
Date: 17-19 April 2018
Organiser: Building Holland BV
Email: info@buildingholland.nl
Website: www.buildingholland.nl

IN HONG KONG

Hong Kong International Diamond, Gem & Pearl Show

Location: Asia World Expo
Date: 27 Feb -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

MarketingPulse

Location: HKCEC
Date: 21 March 2018
Organiser: HKTDC
Email: marketingpulse@hktdc.org
Website: www.marketpulse.com.hk

Macao International Environment Cooperation Forum

Location: Venetian Macao
Date: 12-14 April 2018
Organiser: IPIM
Email: miecf@dspa.gov.mo
Website: www.macaomiecf.com

HK International ICT Expo

Location: HKCEC
Date: 13-16 April 2018
Organiser: HKTDC
Email: hktcdc@hktcdc.org
Website: www.hktcdc.com/ictexpo

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.

Dutch Exporters wanted Spice and herbs

Company: Sun Fung Soya Sauce Food
Contact: Ms Venki Choy
Address: Room 1506, 15/F, Block 4, Nan Fung Industrial City, 18 Tin Hau Road, Tuen Mun, N.T., Hong Kong
Phone: +852 2466 1682
Email: venki@sunfungsoyasauce.com
Website: www.sunfungsoyasauce.com

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 GOLD MEMBERS













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 • Alfred Tse • Annemarelle van Schayik • Judith Huismans

CHINA COMMITTEE




• Marcel La Croix (chair) • Nathan Jansen • Rinske Kuiper • Rogier van Bijnen
• Ewout Stumphius • James Donnan • Judith Huismans • Muriel Moorrees

SME COMMITTEE




• Jan Willem Möller (chair) • Stijn Ottenheim • Danielle Stegeman
• Paul Du Long • Antoine Fasse • 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 • Emily de Bruijn • Muriel Moorrees

FINANCE COMMITTEE



• Michael van Ommeren (chair) • Niels Boudeling • Lapman Lee • Litai Wai
• Michiel van Voorst • Hugo Sterkenburgh • Rogier Hekking • Muriel Moorrees

CREATIVE COMMITTEE




• Oscar Venhuis (chair) • May Yeung • Saul Smeding • Anoeshka Krijnen
• Madelon de Grave • Judith Huismans


YOUNG PROFESSIONAL COMMITTEE



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



Connecting the world with you



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





PHILIPS

Airfryer

Introducing fries with the fat content of carrots.

What's bad about fries is not the potatoes they're made from – it's the fat they're bathing in. The new Airfryer with TurboStar Technology works with 80 % less fat. It will make you traditional fries that will almost have the fat content of vegetables. You don't believe it? Try it and see for yourself. That's how tasty health can be.
www.philips.com.hk

innovation ✦ you



Airfryer
Advance Collection
with TurboStar Technology

For enquiry
+852 2619 9663