



DUTCHCHAM MAGAZINE

2019 - Issue 1

Volume 197

Building Bridges

Interview with a Chief	4
The 'bridge' that helps connect the dots	
Greater Bay Area: Opportunity or Threat?	6
Building strong bridges for good business	18



MBA

LOOK
FORWARD
看·建未来



35,000
Business Alumni
Network
in the World

FIRST
MBA Offering
Entrepreneurship
& Innovation
Concentration in Asia

50/50
Customise Your Study
Pace with **FLEX MBA**
(50% Online /
50% On-campus)



Check this link to experience **Cutting-Edge**
Concentration – Entrepreneurship & Innovation



BOOK
CONSULTATION
with our
admissions
team now!

Contact Us | (852) 3943-7782 | mba@cuhk.edu.hk | mba.cuhk.edu.hk



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 de Raaij
Alfred Tse
Annemarelle van Schayik
Mike Spaan

Editor

Donna Mah

Desktop Publisher

Just Media Group Ltd

General Manager

Muriel Moorrees

Cover Design

Saskia Wesseling

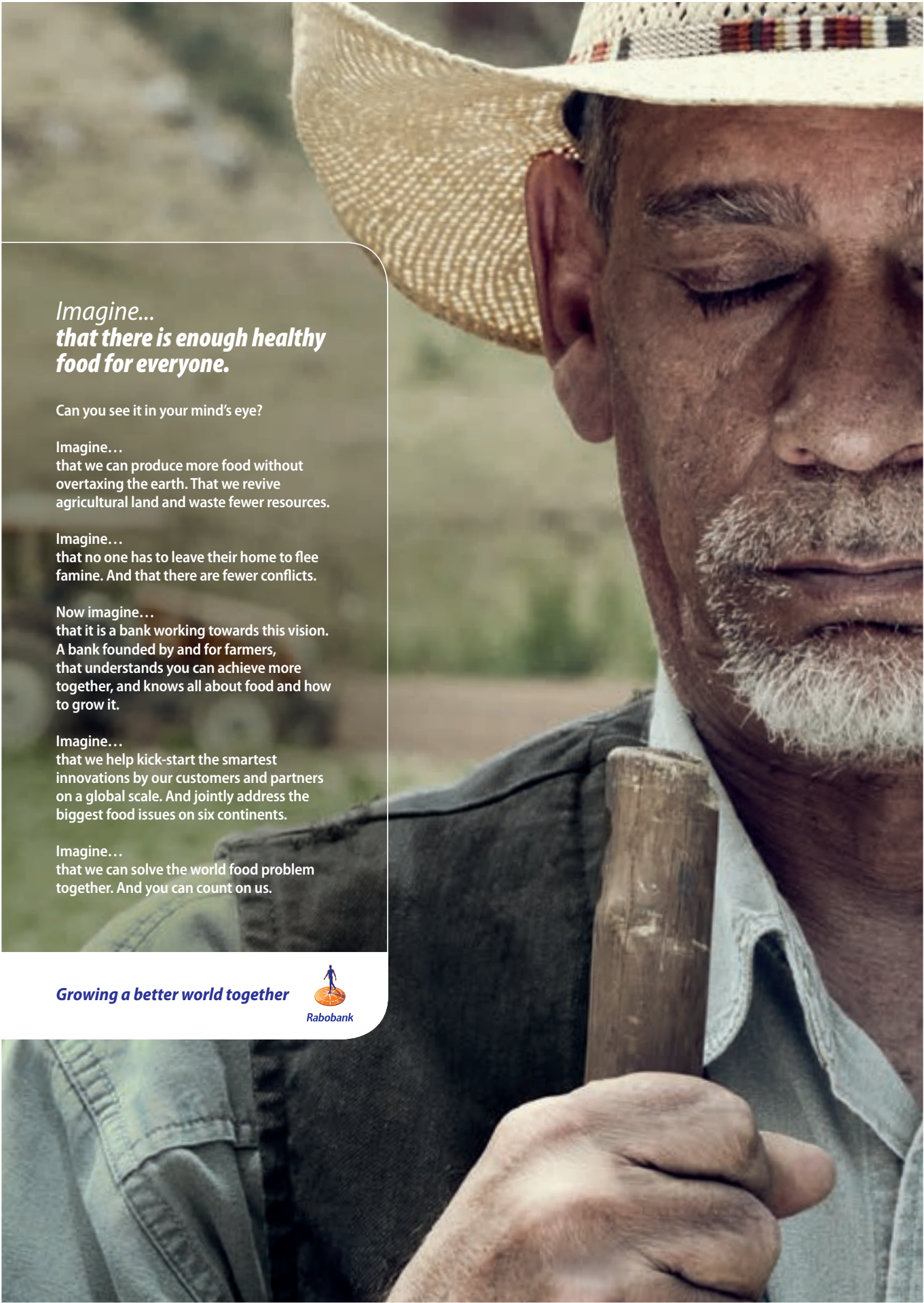
Advertisers

ABN AMRO BANK N.V.
CUHK BUSINESS SCHOOL
ING BANK N.V., HONG KONG BRANCH
PHILIPS ELECTRONICS HONG KONG
RABOBANK HONG KONG

Contents

3	Chairman's Note
4	Interview with a Chief The 'bridge' that helps connect the dots
6	News & Views
17	Passing the Pen
18	Lead Story Building strong bridges for good business
21	Go Green
22	Legal Focus
24	Passport to Hong Kong
25	China Focus
26	Tax Focus
28	Lifestyle
31	Events
34	New 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.



*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



DutchCham Board of Directors



Mrs. Maaïke van Meer
Chairman
General Counsel at Aegon Asia



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



Mr. Arend Oldenziel
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



Mrs. Anne Evanno
Board member
Assistant Director MBA Career Services at
CUHK Business School

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

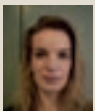
Mr. Daniël de Blocq van Scheltinga

Managing Partner of Polarwide Ltd.

DutchCham Office



Mrs. Muriel Moorrees
General Manager



Ms. Judith Huisman
Marketing & Communication
Manager



Mrs. Helen Yong
Office Manager

Building Bridges



On 24 October 2018, the Hong Kong-Zhuhai-Macau Bridge (HZMB) finally opened to the public; an impressive 55-kilometre bridge-tunnel system consisting of a series of three cable-stayed bridges, an undersea tunnel and four artificial islands. The construction of the HZMB began in December 2009: today it is both the longest sea crossing and the longest fixed link on Earth.

In the spirit of connecting cities and people, the theme of this issue is 'Building Bridges'.

The interview with a Chief is with Glenn Lutz, CEO of Arcadis Asia. Glenn talks about how he is the 'bridge' that helps to connect the global capabilities of Arcadis to Asia as well as Arcadis' presence in the Greater Bay Area markets.

The Lead Story is with one of the Chamber's mentor-mentee couples: Stephane Hasselsweiler of Edelman Asia Limited and Martin Rijk of NaturalHolland. The mentorship programme is in its second year: Stephane, mentor, and Martin, mentee, give their insights into the mentorship programme and what they have learned so far.

The new Working Holiday Scheme between The Netherlands and Hong Kong has come into effect from 1 January of this year. Under this scheme, young Dutch people are permitted to work in Hong Kong for a period up to twelve months. The Consulate General sets out who is eligible to apply for the scheme and how to apply.

Nathan Jansen of 1421 Consulting Group provides his views on the Greater Bay Area and how it will impact European companies established in Hong Kong and Asia region. Koen Betlem of Spaces, a co-working space company, discusses the establishment of Spaces in Hong Kong and how the Spaces concept helps to build relationships between people.

The Dutch Chamber has been a member of the European Chamber since its incorporation in 1997. Ingrid Reinli, General Manager of the European Chamber, gives an outline of the role of the European Chamber. She also explains how the European Chamber facilitates in building bridges between Europe and Hong Kong and between the national Chambers which are members of the European Chamber.

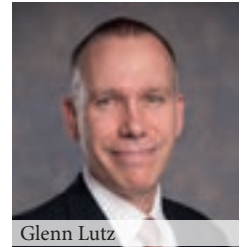
Artist booking/management company David Lewis Productions provides a glimpse into the world of Dutch DJs who are performing in Asia. For example, one of the most celebrated Dutch DJs, Armin van Buuren, was recently performing in Hong Kong during Creamfields dance music festival held in December. The Chamber organised an exclusive 'behind the scenes tour' for members.

Happy reading and I am looking forward to meeting you during one of the Chamber's events! On 29 March we will host our biennial Business Awards Gala – we hope to welcome you during this event!

Maaïke van Meer
DutchCham Chairman

The 'bridge' that helps connect the dots

The number of Asian megacities is expected to grow from its current 17 to 22 by 2030. This rapid level of urbanisation needs to be matched in growth by its infrastructure and bridges' programs. Making the connection between market challenges and solutions, the new Arcadis Asia Chief Executive Officer, Glenn Lutz, explains how he is the bridge that helps link Arcadis' global capabilities to the region.



■ By Donna Mah



Have you always wanted to work in engineering?

This work has always been a passion of mine. I have built a career doing something I enjoy and it has given me so much. I have over 24 years' experience in the engineering and construction of complex capital projects, as well as leading and transforming the organisations that deliver these services. It's also enabled me to see the world, having spent time in England, almost a decade in Saudi Arabia, before a move to Malaysia in 2014 and then coming to Hong Kong in 2018.

What brought you to Hong Kong?

This role with Arcadis. As my wife originates from Guangdong, I have often used Hong Kong as a point of transit, and knew how exciting it is and what it can offer a family. We've decided to base ourselves in Tai Wai in the New Territories which admittedly is not a typical expat enclave, but it's a good fit for my family. Being in Hong Kong also allows my British-born daughter to deepen her connection with her extended family and Chinese heritage, essential components for our multi-cultural family.

- *"Our success is greatest when we*
- *leverage the collective strengths*
- *of the entire 27,000 talented*
- *individuals within the company and*
- *share global best practises across*
- *our seven operating regions."*

How would you describe your job at Arcadis?

As a company Arcadis is delivering truly ground-breaking

projects that will change the way we live. Our success is greatest when we leverage the collective strengths of the entire 27,000 talented individuals within the company and share global best practises across our seven operating regions. As CEO for Asia, I am responsible for bringing our global capabilities into the region, connecting our expertise within the region, and ensuring we deliver success in each of our local markets.

I must also be able to connect these dots and bring a level of operational consistency that meets our clients' needs, wherever that might be. As one example, in the past, we have seen many Hong Kong-based clients move into China and now we are seeing many China-based companies, such as Alibaba and Tencent, expanding out of China. We can support their moves into different markets by connecting our local expertise with our global presence.

"Our history in building bridges goes back to the 19th century, and includes London's Tower Bridge, Sydney's Harbour Bridge and we've worked on every one of Hong Kong's Harbour Crossings since the early 70s."

How are you as the CEO for Asia building bridges across the region?

Our refreshed strategic plan recognised the need to create greater empowerment of our market-based teams if we are going to reach our full potential. To do this, I've simplified our organisation to improve lines of accountability, but also enhanced connections to improve collaboration. Using local engagement sessions and town halls across the entire region, I have facilitated discussions on how each market contributes to our shared vision and reiterated how we multiply our success when we access our collective, global strengths. For us in Asia, this means building on our core services such as Cost and Commercial Management and Program & Project Management, expanding our range of Water and Environment services and providing our clients access to world-class support for emergent industries such as Smart Cities.

From a more tangible sense, Arcadis has a strong pedigree in Design & Engineering. Our history in building bridges goes back to the 19th century, and includes London's Tower Bridge, Sydney's Harbour Bridge and we've worked on every one of Hong Kong's Harbour Crossings since the early 70s. The Hong Kong-Zhuhai-Macau Bridge is a more recent project we're proud to have worked



Selfie with the other panellists at the CEO Outlook 2018 event

on, and moving forward, we are looking to deploy these skills to a wider number of markets to support the ongoing growth of infrastructure projects in the region.

- *“Technology is a clear development with*
- *organisations beginning to recognise*
- *their ability to address many of the*
- *challenges that urbanisation creates.”*

What about development in the Greater Bay Area and ‘smart cities’?

Arcadis has had a large presence in Shenzhen, Macau, Guangzhou and here in Hong Kong, long before the region was re-named the Greater Bay Area (GBA). This gives us a good perspective of how technology will enable the development of the GBA and with the improved transportation corridors, we expect to see even more development. I believe Arcadis Asia is well positioned to support the expected increase in urbanisation.

We have a tremendous amount of experience helping cities embark on major development programs, especially around transportation, built assets and resiliency. We are specifically seeing the real estate sector seeking support with respect to both their new and existing asset portfolios and how to get the most out of technology – not just the adoption of smart technology, but also how to best invest. Another key trend in Hong Kong is how to make sure the city caters to all its citizens in an environment that is already densely populated. One Hong Kong client has recognised the need to develop solutions to support an ageing population and within its next planned development, they are looking to support 15,000-20,000 people and specifically, how technology will underpin these efforts.

Technology is a clear development with organisations beginning to recognise their ability to address many of the challenges that urbanisation creates. We are working closely with clients to help them ‘bridge’ the gap and support them through this evolution. This journey often begins with an objective understanding of where the best leverage can be applied, and in support of this effort, we believe the latest edition of our annual Sustainable Cities Index (<https://www.arcadis.com/en/asia/our-perspectives/sustainable-cities-index-2018/asia/>) helps both further the discussion and identifies essential aspects of what needs to be considered in building a resilient city of the future.

Can you share with us some of the future plans for Arcadis?

In general, the industry has been slow in adopting technology to improve efficiency. So in response, we are committed to identifying improvements to enhance productivity in a meaningful way through the application of digital tools. One way of doing this is by using technology to help our clients facilitate faster decision-making by better leveraging relevant, historical data, using artificial intelligence to analyse it in ways not previously possible, and using data visualisation tools to communicate the results.

Ultimately, our passion is to improve quality of life. Our heritage in water and flood protection, a huge issue in many areas where we operate, provides just one way we can turn our passion into action. Arcadis has been appointed as the principal consultant by Wuhan Water Authority for its Sponge City program. With rapid urbanisation and the effects of climate change, Wuhan must simultaneously contend with water scarcity, urban flooding and water quality. The Wuhan Sponge City program (<https://www.arcadis.com/en/asia/what-we-do/our-projects/asia/china/wuhan-sponge-city/>) addresses these issues by identifying how to develop the city’s infrastructure to better retain and process water using natural elements. Wuhan is the first of 16 Chinese states that are part of this government-driven initiative, and we believe that there will be a rise in demand for projects like this with organisations such as the Asian Development Bank and World Bank driving these initiatives forward across Asia.

From an internal perspective, our success depends on the passion and engagement of our people. Acknowledging the importance of well-being and employee health, we rolled out a new platform in Asia to provide our people with tools to improve the quality of their working life, but working diligently to make it culturally applicable across 10 countries. To make the platform more engaging, we also looked to gamify it to allow Arcadians to compete earning points through active engagement and participating in wellness activities. I also see us continuing to challenge ourselves to further reduce our impact on the environment. When we moved into our current office last August, rather than have waste bins at each desk, it’s collected in central areas and recycled to international benchmark standards. We have also eliminated single-use plastic at our in-house coffee shop. These small actions amplify over time and reinforce our commitment to sustainability – one of our core values.

What would you say is your greatest strength for building bridges?

Not necessarily a strength, but the single most powerful tool I have found to build bridges with different cultures and people, is food. When enjoying a meal with others, I’m amazed by where the conversation goes. Even when language may be a barrier, and communication is limited to simple words, it helps break down barriers and create real communication. My global journey, and my multi-cultural family, have reinforced my conviction that curiosity, a large dose of humility and a respect of other cultures, are essential for understanding the world around you. Bringing these skills to a dining table, especially when confronted with a local delicacy that may vary wildly from the chicken and potatoes that I grew up on, have produced genuine relationships with those whom I shared the meal. The willingness to immerse myself into my environment, wherever that may be, is similarly reflected in my belief that unless you understand the problem from your client’s perspective, it’s impossible to serve them well. •

Greater Bay Area: Opportunity or Threat?

Just as one of the many Dutch men (and women) in Hong Kong, my job involves doing business with China. A small difference is that I do not actually reside in Hong Kong, but just across the border in Shenzhen. Here our company, 1421 Consulting Group, advises Western businesses on doing business in China. As such, the DutchCham asked if I could write about the development of the Greater Bay Area and the implications for European companies from the standpoint of someone outside of Hong Kong.



Nathan Jansen

■ By Nathan Jansen, 1421 Consulting Group, nathanjansen@1421.consulting, www.1421.consulting

Just a name change?

The Greater Bay Area was first mentioned in the 13th 5-year plan of China, on 7 December 2016. Previously, the 13th 5-year plan the area was known as the Pearl River Delta. The Greater Bay Area (GBA) is an area located around the Guangdong province in South China, including cities Shenzhen, Hong Kong, Guangzhou, Macau and Zhuhai. The region is often considered an emerging megacity as all the cities are connected via different roads, subways, ferries and air routes. In addition to this existing infrastructure, there is the recently opened bridge between Hong Kong, Macau and Zhuhai.

Shenzhen has been named as the capital of the Greater Bay Area. In China, Shenzhen is known for its high-tech industry, software development sector and R&D centre. Many compare Shenzhen to the Silicon Valley in the US, calling it the new Silicon Valley of the world. This comparison is particularly interesting because Silicon Valley lies in the Bay Area in the US. The name Greater Bay Area for the upcoming area in China is most likely not a coincidence.

- *“Many compare Shenzhen to the*
- *Silicon Valley in the US, calling it*
- *the new Silicon Valley of the world.*
- *This comparison is particularly*
- *interesting because Silicon Valley*
- *lies in the Bay Area in the US. The*
- *name Greater Bay Area for the*
- *upcoming area in China is most*
- *likely not a coincidence.”*

The role of Hong Kong

Hong Kong was a British colony. The Sino-British Joint Declaration signed in December 1984 and included basic policies regarding Hong Kong which are stipulated in the Hong Kong Basic Law. The principle between the UK and China was that Hong Kong and China would be ‘one country, [with] two systems’. Just over 20 years on and changes can be seen already. Hong Kong has prospered due to China’s presence, which cannot be denied. But has Hong Kong currently been outcompeted by its neighbour? Or does Greater Bay

Area present opportunities for European companies?

At our firm we believe the GBA is going to be a threat to the way Hong Kong is currently doing business. Shenzhen is building an area called Qianhai. Many say the aim of the Chinese Government is to relocate the financial centre role of Hong Kong to Qianhai. Qianhai is offering huge tax breaks for companies setting up in the financial sector. Tax breaks which coincidentally equal Hong Kong’s current taxes. Whether the plan will succeed or if the tax breaks will actually be granted consistently remains to be seen. Nevertheless, the initiative can be seen as a drop of paint in a glass of water. China is trying to spread the power of Hong Kong across the GBA region. An example of the strategic move is the Free Trade Zones which are popping up all over the Chinese side of the GBA. Initiatives like Qianhai and these new FTZ’s are in order to merge Hong Kong with China. Not to lose the territory.

For Hong Kong, cooperating with China is therefore imperative. The collaboration of Hong Kong is something that is happening already and can be witnessed in daily Hong Kong life. Do a quick search online for ‘GBA’ and you will easily find five Hong Kong websites promoting the cooperation.

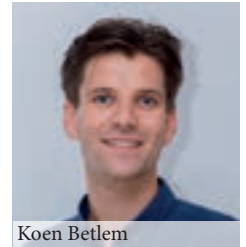
- *“For European companies the shift*
- *of gravity in the region means the*
- *old way of doing business with Hong*
- *Kong in combination with China*
- *might soon be outdated.”*

Ready to accept the shift?

For European companies the shift in the region means the old way of doing business with Hong Kong in combination with China might soon be outdated. However, where changes happen one can also look for the opportunities. We believe that the merging of the area will make it easier for businesses to flourish in more than one city simultaneously due to the close proximity. Area wide initiatives to clean up the environment, work in high-tech industries and other innovative areas will only be more numerous due to this. The GBA is influencing Hong Kong, whether people like it or not. The question is if you are ready to accept it and adapt. ●

Building Bridges

Spaces is a place to work, meet and connect with like-minded others. Our locations are designed around a social heart and we cherish our community of creators and thinkers. Spaces offers both a functional and inviting interior, with high-end design furniture, custom-built work solutions and a warm colour palette. We believe that our beautiful workspaces support and stimulate flexibility and interaction by creating new ways to work and collaborate.



Koen Betlem

■ By Koen Betlem, Area manager at Spaces, koen.betlem@spacesworks.com, www.spacesworks.com

Spaces always seeks out existing buildings and always with a main floor space, because that's where we flourish. Also on an international scale. Our very first location opened in 2008, along the canals of Amsterdam. And in 2015, we opened locations in London, Melbourne and New York. Initially this was a pilot to see if there was an international demand for what we had to offer. And there was. This is when we started to accelerate. We currently have about 125 locations worldwide. From Amsterdam to Seoul, from Umhlanga to Herzliya, from Mexico City to Singapore. By expanding on a global base we're building bridges between companies and countries. The barrier of working in a different country is removed because our members know what to expect when they walk into a Spaces building, wherever they are in the world.

- *"By expanding on a global base we're*
- *building bridges between companies*
- *and countries. The barrier of working in*
- *a different country is removed because*
- *our members know what to expect*
- *when they walk into a Spaces building,*
- *wherever they are in the world."*

At all these spots, you'll feel the same Spaces-vibe; a positive energy. With Spaces we've changed the 'going to the office' feeling. It's no longer something that you have to do, like a restrictive activity in an ugly building with bad lighting. We sincerely believe that every big city in the world needs a Spaces. A beautiful environment, designed by a great architect, where you come to work, to meet people, to get inspired, to be productive and to make connections.

Also, at Spaces we believe in the philosophy of taking a simple action; to turn around and say hello. Our Business Clubs are designed in such a way that they allow anyone to easily connect with like-minded entrepreneurs. A simple 'How are you, what brings you here?' is all you need to start an interesting and

potentially promising conversation. And of course, the great coffee helps a lot.

In 2018 we have launched a whopping five Spaces in Hong Kong; you can find them at Causeway Bay, Kwun Tong, Wong Chuk Hang, Wan Chai and Sheung Wan. By expanding in a metropolitan city such as Hong Kong, we connect companies over the entire city and world. Whilst working at Spaces Hong Kong, you feel connected to people from all over the world by knowing they're experiencing the same work-vibe on a daily base.

Nowadays it's quite hard to build a strong relationship with your clients. There's a lot going on in everyone's lives, but we believe it's crucial to physically meet with your clients. It doesn't matter how many texts, emails, calls and Skype sessions you might have with someone, meeting someone face to face is the way to go. We cannot stress enough how important this is. When you have contact over the phone or any other device, you're only a click away, probably making you one of many people he or she speaks to that day. To make sure your deal is not just a one-time-thing, you'll have to make it personal. It doesn't matter what you do, but do it face to face. And when it's time to meet your clients to discuss important business, get a room.

If someone has taken the time to respect the importance of your time together, you'll notice their appreciation. Especially when your meeting is with multiple people. At Spaces we truly believe in face time with your clients, therefore we offer many different types of meeting rooms, because every meeting is different. Just a quick, but private, chat with a business partner? Room for two please. Organising a big corporate event for 500+ people? We'll make it happen for you. And we'll be smiling while we receive you too.

Have you gotten excited and curious on what it's like to work at Spaces? Feel free to cross the bridge and enjoy a tour from the smiling Community Manager or experience the Spaces vibe yourself by trying out a free trial day. We're always more than happy to receive you in Hong Kong, and any other place in the world. ●

Working Holiday Programme

The Working Holiday Programme between the Netherlands and Hong Kong entered into force on 1 January 2019. The scheme makes it possible for young Dutch people to stay in Hong Kong for a period of twelve months. During this time they are allowed to engage in incidental employment. For Hong Kong based businesses looking to hire young Dutch people for short-term assignments the scheme may provide for an interesting new option. Detailed information on application criteria and procedures can be found on the website of the Hong Kong SAR government.

■ By the Consulate General of the Kingdom of the Netherlands in Hong Kong

During the visit of Prime Minister Rutte in April 2018, the Netherlands and Hong Kong signed a Working Holiday Programme. The aim of the Scheme is to strengthen ties and deepen cultural understanding. It opens up a new opportunity for young Dutch and Hong Kong people to experience each other's cultures. As always, some conditions apply. There is a quota set at 100 per year and Dutch WHP'ers coming to Hong Kong can only work for maximum of 6 months with the same employer. And while studying in Hong Kong is allowed under the scheme, the duration is not allowed to be longer than six months in total.

Who is eligible to come to Hong Kong?

An applicant needs to:

1. Hold a valid Dutch passport and is ordinarily residing in the Netherlands;
2. Primary intention is to holiday in Hong Kong;
3. Aged between 18 and 30;
4. Able to produce financial proof of having an amount of HKD 20.000
5. Holds a return air ticket or financial proof of having sufficient funds to purchase a return air ticket; and
6. Holds medical, healthcare (including hospitalisation), repatriation and liability insurance.

- *"The aim of the Scheme is to*
- *strengthen ties and deepen*
- *cultural understanding. It*
- *opens up a new opportunity*
- *for young Dutch and Hong*
- *Kong people to experience*
- *each other's cultures."*



How to apply to come to Hong Kong

To apply for the Working Holiday visa, an applicant needs to:

1. Complete a visa application form (ID(E)940) which is obtainable from the Information Office of the HKSAR Immigration Department as well as the Chinese Embassy in The Hague.
2. Completed visa applications together with the necessary supporting documents may be submitted to the HKSAR Immigration Department direct by post or through a local connection. They may also be submitted to Chinese Embassy in The Hague.

Are you a Hong Kong passport holder and interested to come to the Netherlands? The website of the Consulate General of the Kingdom of the Netherlands provides relevant information on how to join the WHP in the Netherlands.

Although the information provided here has been compiled with the utmost care, it is subject to change without notice. It is highly recommended to check the websites of the Hong Kong SAR Government Labour and Immigration Departments for additional information on application guidelines. ●

Useful websites

https://www.immd.gov.hk/eng/services/visas/working_holiday_scheme.html

<https://www.netherlandsandyou.nl/your-country-and-the-netherlands/hongkong/travel-and-residence/working-holiday-programme-with-the-netherlands>

<https://www.whs.gov.hk/en/application-and-enquiries.php?e=hk>

Academics and the city: what's in it for Hong Kong?

Utrecht University has close ties with Hong Kong that extend well beyond the academic sphere: given that the city is such an international hub for knowledge and innovation, how could it not? Through student and staff exchanges with local universities including CUHK, joint research projects that result in practical applications, and UU alumni working in a wide range of sectors, UU's presence in Hong Kong serves as a bridge between academia and the wider world.

■ By Emma van Opstal

UU and CUHK: fruitful cooperation

When Utrecht University started working together with 10 Chinese universities back in 2006, we soon realised that the Chinese University of Hong Kong offered myriad opportunities for close cooperation.

A lively exchange programme has since blossomed: over the past five years each university has hosted over fifty of the other's students. But it doesn't end there. Both universities constantly invest in their cooperation by providing grants for the exchange of doctoral candidates and faculty members to share their knowledge and expertise. This provides fertile soil to feed the other aspect of this cooperation: a range of joint research projects.

Forward-looking global partners

For many of their research projects, UU and CUHK have joined hands with a third partner: The University of Toronto. Together, they work on questions related to how we live, work, and interact with our physical and social environment. Joint research topics include cities, public health and migration.

In these collaborative projects, researchers examine urban issues and public health challenges like pollution, inequality, travel and activity patterns, etc. The Cities project also aims to create a big and open urban data infrastructure for the partners to facilitate further research and the development of innovative solutions.

Life Sciences: focus on real-world applications

UU's Medical Faculty, part of UMC Utrecht, and CUHK also cooperate closely in the field of Life Sciences, always with practical applications in mind. For example, they have set up the Joint Centre for Language, Mind and Brain. With its interdisciplinary approach, the Centre hopes to create an international platform to advance our understanding of the biological basis of language learning, language structure, communicative and literacy disorders, cognitive neuroscience and speech-language therapy. The unique prenatal genetics expertise of CUHK offers insights into early diagnosis of microdeletion and microduplication syndromes including Autism and Epilepsy.

Making a difference to medicine

Aside from the Joint Centre, UU-UMCU and CUHK also pursue joint efforts in the area of regenerative medicine, particularly orthopaedics, both bilaterally and in larger academic networks.



Riccardo Levato, Assistant Professor, Regenerative Medicine Center Utrecht and Dept. of Orthopaedics, UMC Utrecht

Joint teaching, student and staff exchange, and joint grant applications all serve to strengthen these ties. In order to develop practical applications based on our research findings and bring them to market, we work together with the industry as well as SMEs, and sometimes create spin-off companies. One of these spin-offs, MRIguidance, is making a difference to medicine already:

their radiation-free bone MRI technology now offers a more holistic view of the human body by bringing bones into the picture, while traditional MRIs only show soft tissue in high-level detail. This allows doctors to work more efficiently and helps reduce the number of scans patients must undergo.

The value of an alumni network

Hong Kong is a popular choice for relocation among Utrecht University alumni: many former UU students living in China – a top-10 destination for UU alumni – are in the South of China around Hong Kong. To promote connections between all those in Hong Kong with links to Utrecht University, UU's international alumni office supports local initiatives to organise events and create a network. The UU alumni network in Hong Kong is still relatively young, but it is growing steadily and holds several events every year, ranging from informal drinks and formal dinners to Music & Science events in cooperation with the Dutch Harp Festival. The diverse alumni community includes all ages and seniority levels, as well as an array of nationalities aside from Dutch and Hong Kongese.

Fostering cooperation beyond academia

Since UU alumni are active in various fields, the international alumni network in Hong Kong spans a wide range of industries and applications. To widen the scope of our network and activities, we also engage with relevant visitors and speakers from UU, CUHK, and other parties that are linked to Utrecht or the Netherlands, such as businesses and the Dutch Consulate-General in Hong Kong. Through these activities, we hope to strengthen the ties between academia and the wider community in Hong Kong, corporate and otherwise, fostering further cooperation to benefit all.

For question regarding the connection between Utrecht University and Hong Kong, please contact Willemijn Vermaas at w.vermaas@uu.nl. •

Bridging the media and communication industry

Journalists and PR professionals often depend on one another. Journalists want to receive the latest news and scoops in a timely manner from communication teams, while PRs earn their stripes by pushing the latest company news. But with the high turnover rate in the media industry and online media mushrooming overnight, the sworn by excel spreadsheets get out of date pretty quickly.



■ By Annemarelle van Schayik, Telum Media

For those unfamiliar with marketing communications, it takes a lot of hard work and building of networks to land that Financial Times' front page or to get a new product reviewed by SCMP. At Telum, we're working on freeing up our clients from the mundane tasks that come with media relations so that they can focus on the strategy to land that coverage that will build reputation and even impact sales.

Recognising a gap in the Asian market when it comes to media intelligence, Telum Media has carved out its own niche. In the past, interns and junior personnel spend hundreds of hours to keep company excel spreadsheets with thousands of journalist contacts up-to-date, more often than not with mixed results. Telum's solution means that communicators can remain in control of all their media outreach without doing any of the dull work.

The idea was to connect journalists and PR professionals in a manner not seen previously in Asia. As long as one has access to the internet, clients can access the Telum online platform to look up journalist contact information. Telum has invested a lot of research into how it can help to make journalist's lives more efficient in a time poor age. This includes talking to journalists to find out what the best time to contact a specific journalist is, whether or not they go on press trips, and the - oh so important question in Hong Kong - the company's gift policy. No fancy dinner invites, or a simple pint for that matter, for those international newswire journalists!

- *"The platform also allows clients*
- *to create carefully curated media*
- *lists based on journalists' location,*
- *sectors they cover, type of*
- *publications and even whether they*
- *like to meet for coffee or drinks."*

The platform also allows clients to create carefully curated media lists based on journalists' location, sectors they cover, type of publications and even whether they like to meet for coffee or drinks. Being a tech product, Telum has also built a system to help clients to keep their lists up-to-date while remaining in control. No more painful hours spent cross tracking a journalist's latest

"While print media has struggled to adapt to the digital revolution in many cases, people still crave quality information and want to know what's happening locally and globally."

email or finding more information on the new Business Editor at Apple Daily. This is all designed to help comms professionals make better, more informed, and more targeted decisions when planning their outreach to the media.

But Telum is not only about helping PR professionals. One of our founding principles is to help make Journalist lives more efficient. We run regular email newsletters which go out to tens of thousands of journalists across Asia, on the latest media news and moves in the industry. Everything we publish is meticulously researched and sourced, meaning our community knows to trust the information we're sharing.

Now you may ask, but isn't journalism dying? We see that quite the opposite is happening. While print media has struggled to adapt to the digital revolution in many cases, people still crave quality information and want to know what's happening locally and globally. Indeed, our weekly Journalist Jobs Alert is packed full of roles across the region, and demonstrate an industry in evolution rather than decline.

Being aware of the financial pressures in both media and PR industry, as a relatively young company Telum is constantly evolving and building out its product offerings to ensure we remain relevant. Being a connector of the two industries, we also run regular events with media and PR professionals from media organisations sharing how best to work with them to panel discussions and exclusive in conversation with senior journalists. In addition, Telum has recently launched a complimentary service, Media Requests, which puts journalists directly in touch with PRs. From interviewees and case studies to competition prizes and products to review. A lot is happening in Asia among journalists and PRs, and Telum will be a main building block. •

Soapbox Contest

During the annual SME Christmas Cocktail on December 13th, Madelon de Grave, May Yeung and Natalie Wong took on the challenge to participate in the Soapbox Contest. We had a short chat with them about why they joined the challenge.

■ By DutchCham

Madelon de Grave, Founder, Bamboo Scenes Gallery

Please tell us a bit about yourself.

After moving to Hong Kong, I first worked at the Hive, where I helped them to open up a creative co-working concept combining a workspace with photography studios. I discovered an opportunity while meeting all those photographers. On the one hand they were creating amazing, strong work coming from Hong Kong, and on the other hand did I find no option to get beautiful yet affordable art. And this is how my current business 'Bamboo Scenes' was born.

In short, what does your company do?

Bamboo Scenes offers wall art by Hong Kong based artists at affordable prices and with a purpose. We create curated collections in which artists show their Hong Kong in spectacular ways. We donate 10% of profits to ImpactHK helping the homeless.

Last December, we celebrated our 1st Anniversary. The most exciting milestone was in August 2018, when we opened the doors of our art gallery in Sai Ying Pun.

What was your aim for your pitch?

To tell the story of my personal Bamboo Scenes journey. From how I could not find nice, affordable art for my own walls, to the point where I met a lot of amazingly talented artists in Hong Kong and found a solution to my problem by offering their work.

What was your highlight in 2018?

The opening of our very first gallery in Hong Kong in August! Also, winning the Soapbox Contest was the a real cherry on top.

What is 2019 going to bring you?

With a growing team, the aim is to further build Bamboo Scenes and to get our artworks in many more homes, work- and leisure spaces in Hong Kong and beyond! We will also be participating in the Affordable Art Fair this year for the very first time.

May Yeung, Creating Shared Value Advocate and Public Installation Artist

Could you give us a short introduction about yourself?

Serving as the CSR lead at a top tech firm, I recognised the lack of art education opportunities for low-income families in Hong Kong. Therefore, I decide to combine my passion of serving the community and my training as a sculptor by organising community art programs.

In short, what do you do?

As a sculptor and an arts advocate, I would like to educate the general public about the universal right for art education. The most direct methods are to cultivate children's interest in art and advocate to families that art can be eco-friendly by incorporating daily, recyclable objects into artwork. Currently, I partner with NGOs to organise community art programmes for underprivileged families.

Why did you decide to join the Soapbox contest?

As a member of the Creative Committee, I would like to engage the rest of the Chamber with the programme through the Soapbox Contest. A big 'thank you' to participants for signing recycled bottle caps that will be used to create a public art installation.

What was your aim for your pitch?

Beyond advocating for art accessibility and environmental sustainability, I would like to invite Dutch companies to partner with me on the programme. Potential collaborations include corporate social responsibility programmes, sponsorship and volunteering opportunities.

What was your highlight in 2018?

My highlight was the kick-off ceremony attended by Deputy Consul General of the Consulate of Sweden Joakim Ladeborn in June. During the event, children, disabled artists and volunteers came together to create an installation made of recycled plastic bottles and plants. These materials were then upcycled into containers for homeless people and plant arrangements for the elderly.

What is 2019 going to bring you?

With the support of over 10 organisations, we have collected more than 400 recycled bottle caps. We aim to collect 2,000 bottle caps by mid-2019. With these caps, we will create an art installation that will be displayed in schools across Hong Kong.

Natalie Wong, Marketing Executive, Neat

Please tell us a bit about yourself.

I represent Neat which is one of the best startups in Hong Kong.

What does Neat do?

Neat exists to make the lives of entrepreneurs easier. We provide an alternative solution to a corporate bank account, eliminating the pain that startups and SMEs go through with traditional banks. We also provide a company incorporation service that is quick, easy and fully digital.

What was the aim of your pitch?

To spread the word about Neat to more entrepreneurs and business owners who face difficulties with traditional banks in Hong Kong.

What was your highlight in 2018?

Super proud that our Neat Business customer base increased by 2000% in the year in 2018.

What is 2019 going to bring you?

We have recently raised capital, and we're hiring more people in our team, to start expanding into the China market. •

The Belt & Road Initiative

In September 2013 during a state visit to Kazakhstan, Chinese President Xi Jinping gave a speech in which he announced the plan to build what he termed a “Silk Road economic belt”, benefitting countries and peoples along the route. One month later in a speech before the Indonesian parliament, President Xi introduced the other part of his plan, namely the Maritime Silk Road.



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



Therefore the “belt” refers to land routes, while the “road” refers to sea routes; while initially confusing for many, after a while people started referring to it as the OBOR initiative (One Belt One Road). As this did not fit at all with Beijing’s intention, after a while they made an effort to change the name of the whole strategic initiative to the Belt & Road Initiative (or BRI): this because there ultimately will be many belts, and many roads as it develops, not just one of each.

The idea has been much underestimated, certainly at the beginning, and is still very much misunderstood. The various commentators range from the enthusiastic, comparing this to the US Marshall Plan of 1948, to the extremely cynical, who believe this is China’s route to world domination.

- *“The various commentators range*
- *from the enthusiastic comparing this*
- *to the US Marshall Plan of 1948 to the*
- *extremely cynical who believe this is*
- *China’s route to world domination.”*

The truth is much more nuanced.

What is BRI?

The Belt & Road Initiative is a plan developed by the Chinese government which is unlike any that the world has ever seen, in scope and long-term vision. As has been explained to me several times by high ranking Chinese government officials, it is a three generational plan. There are very few governments today that really plan three years ahead, let alone three generations. The initial plan involves 65 countries across the planet, but this number will undoubtedly increase.

The crux of the plan is to create mutually prosperous trade routes, by building and investing in the necessary infrastructure to realise this. The routes were initially focused on linking China with Europe through the Eurasian region, but have evolved to include Africa, the Middle East and Latin America. The geographic dimensions of the plan keep on evolving, and now comprise of what Beijing refers to as One Axis (15 countries neighbouring China), an East Wing (24 countries in Europe, Africa and other Asia), and a West Wing (7 countries in Latin America and the South Pacific). To date 46 countries have signed up to work with China in one way or another as part of the Initiative.

- *“General Electric is a good example of a Western company that is teaming up with Chinese state-owned companies to help them expand and build in BRI countries: countries where GE has decades of experience which the Chinese counterparts do not have.”*

It is a multi-dimensional plan which serves many purposes and is of the utmost strategic importance to the Chinese government: so much so that it was incorporated in the Constitution of the Chinese Communist Party in 2017. The project is therefore clearly here to stay and cannot be challenged in China.

First of all BRI is the evolution of the initiative started in 2000 as the Go West policy, which encouraged Chinese companies to move away from the Pearl River Delta where the economic reform process had started under Deng Xiaoping, and move to the distant western provinces, and which policy then evolved into the Outbound Investment Policy, encouraging Chinese companies to go overseas. BRI is the logical next step. It will help these Chinese companies grow internationally, ultimately benefitting the Chinese economy.

Secondly, as infrastructure is the foundation of the BRI plan, it does present opportunities for Chinese engineering and construction groups, as well as a solution for the overcapacity China had in cement and steel. This is in my opinion a positive side effect for China, and not the core driver of the plan. Chinese companies do not have all the necessary engineering expertise to deal with all types of terrain or geological situations, so there is scope for international companies to benefit. General Electric is a good example of a Western company that is teaming up with Chinese state-owned companies to help them expand and build in BRI countries: countries where GE has decades of experience which the Chinese counterparts do not have.

Thirdly, BRI is not the Chinese version of the Marshall Plan. The Marshall Plan was the US plan to give substantial aid to European countries in the form of grants, whose most important cities and economic infrastructure were destroyed, in order to rebuild them. These grants, which also went to Germany, were a catalyst to restart the economic recovery, which was ultimately also beneficial to the US who could export to these countries. The other US rationale was the containment of Soviet communist influence in Europe.

BRI does not normally involve the Chinese government providing grants to nations in order for them to build their infrastructure. As part of the broader Initiative, two financing institutions were established by China. First, The Silk Road Fund was established in 2014 expressly to invest as an investor on behalf of the Chinese State in Belt & Road projects with a view of earning a profit on these long-term investments. The initial capital put into the

- *“As these risks increase, and some of the Chinese financed projects will undoubtedly go belly-up, it will be interesting to see if Chinese companies will have the stomach to continue.”*

Fund was USD 10 billion. Second, China established The Asian Infrastructure Investment Bank (AIIB) in 2015, with an initial subscription of USD100 billion by the 57 founding members. The AIIB provides loans to finance infrastructure projects along the BRI route.

Lastly, just as the Marshall Plan had as one of its motives the containment of communism, the Belt & Road Initiative seeks to expand Chinese geopolitical influence. It also has a military strategic element to it, as some of the investment areas dovetail nicely with major strategic areas: the rapid build up of China's first foreign military base in the port of Djibouti is a perfect example of this. Currently China has over 1000 sailors and soldiers in the base, at the entrance of the strait of Bab-el-Mandeb, which is a very strategic strait connecting the Red Sea to the Gulf of Aden. Much global trade goes through this passage every day. China has also invested heavily in Djibouti as part of BRI.

- *“We are only in the fifth year of a 90-year plan, so the global community will feel its impact one way or another.”*

Concerns

While the BRI plan is certainly ambitious, China is operating in territories with very different traditions, cultures and ethics to the Chinese. China also does not have a history and a knowledge-base of operating in distant lands. China is rapidly learning that this is not without risk, as the recent attacks on the Chinese consulate in Pakistan have sadly demonstrated. As these risks increase, and some of the Chinese financed projects will undoubtedly go belly-up, it will be interesting to see if Chinese companies will have the stomach to continue.

Another concern that has been expressed both by the International Development Fund and The Asian Development Bank has to do with the high debt levels that these mega infrastructure projects entail. Very often the borrowers are the poorer countries, who while needing improved infrastructure, struggle to service the high debts. The port of Hambantota in Sri Lanka is a perfect example for this; the project was likely ill-conceived, business fell short of the ambitious forecasts and the government struggled to pay the debt. The Chinese lenders continued to lend more and more, so that the debt could be serviced, until the point was reached that China wanted to renegotiate the debt package. The end result was that the debt was written off, but in return China obtained a 99-year lease of the port and 15,000 acres of land surrounding it (clearly China has learned from the British 99-year lease of the New Territories!). China now controls a port near a strategic waterway, and close to its rival India.

Conclusions

BRI is here to stay, and when the Chinese government announces something it always follows through. Even though it encompasses many strands, and is often unclear and marketed poorly, it does present significant opportunities for international businesses and economies.

But the international community must also be realistic in that the Initiative serves many purposes, and therefore not all projects will be entered into solely for the economics, but perhaps for geopolitical strategic reasons. These are the projects best left for the Chinese companies to deal with.

Ignoring BRI, or minimising its importance, is putting one's head in the sand. We are only in the fifth year of a 90-year plan, so the global community will feel its impact one way or another. •

Bridging the Gap

The European Chamber of Commerce in Hong Kong (EuroCham) was founded back in 1997 as a Chamber of Chambers. Today 15 European National Chambers with presence in Hong Kong and one in Macau are its members. The Board of Directors constitutes of an elected representative from each National Chamber. The chairperson and vice chairperson rotate on a yearly basis. Starting in 2019 the chairperson comes from the Italian Chamber and his name is Claudio de Bedin.



Ingrid Reinli

■ By Ingrid Reinli, General Manager, The European Chamber of Commerce in Hong Kong

I came on board as General Manager at EuroCham in April of 2018. I am a generalist with a broad background spanning from sales-marketing-communications roles in the private sector. I am the only permanent member at EuroCham in Hong Kong. Thankfully, I have 3-4 interns from various European Universities assisting me with the work. The interns are an invaluable resource for me, while at the same time I can confidently say that I can offer them an interesting and challenging work experience during their time at EuroCham. In my first weeks on the job I ran into a former Dutch intern who in a frank way told me that EuroCham was unknown, underused and underappreciated. Either one gets disillusioned by these words or one sees it as an opportunity to make a difference, to bridge the gap between the people who are aware and those who are unaware. I chose the latter so now I am on my journey to make EuroCham more known, more used and more appreciated.

At EuroCham, we have business working groups which we call them councils. The work in these councils is concentrated on discussing joint European business issues regarding policy, regulatory and market access in Hong Kong. Position papers and recommendations to Hong Kong Government authorities are regular outputs from the councils. If you are a member of a European National Chamber, you are automatically a member of EuroCham and eligible to participate in our business councils.* EuroCham also organises a few events every year, in particular with visiting representatives from the EU or its various bodies, together with other regional partners or through our own business councils.

Much to my surprise during the first months of the job, I discovered that there are European Chambers of Commerce in many other countries. Next door to us here in Hong Kong there is The Macau European Chamber of Commerce with its seven member European National Chambers based in Macau. There is also the South China Chapter of the European Union Chamber of Commerce in China.

EuroCham has a regional focus and a broad view on including various stakeholders, such as the EU Delegation in Hong Kong and Macau, Hong Kong authorities as well as Government offices and departments both in Hong Kong and nearby countries or cities, to communicate our advocacy work.

With the opening of the Hong Kong-Zhuhai-Macau bridge in October of 2018 the three European Chambers decided to meet and plan a joint event with the focus of Bridging the Gap within the Greater Bay Area. We are in the process of confirming the details right now and hope to announce the event in Q2 2019.

**Some of our business councils have specific membership requirements, eg the Automotive council is only open to OEMs. Other councils have a broader view but might look at a valuable mix of representatives from various sectors or company sizes. If you are interested in joining any of the European business councils please get in contact with us. ●*

European Chamber Business Council	Chairperson	Comment
The Automotive Council (EAC)	Lothar Korn, Audi	Only for OEMs
The Environment & Energy Business Council (EEBC)	Tom Uiterwaal, Reconergy	Currently looking for new members, especially within waste to energy
The Intellectual Property Business Council (IPRBC)	Jessica Chan, Burberry	Open to new members – but brand owners only -especially pharmaceutical companies are welcome
The Financial Services Business Council (FBSC)	Julia Charlton, Charltons Lawfirm	Open to new members
The ICT Business Council (ICTBC)	Per Dahlberg, SpringPoint	Open to new members
The Wine & Spirits Business Council (WBSC)	James Paton, Moët Hennessy Diageo	Only open to brand owners

Upcoming events

MIECF 28-30 March 2019. Venue: The Venetian Macau

EuroCham will again organize a European Pavilion at the 12th Macau International Environmental Co-operation Forum & Exhibition.

EU Day 9 May, 2019. Q2 2019 Greater Bay Area (GBA) European Network

Building Supply Chain Bridges

The logistic landscape has changed dramatically over the last years, the need for visibility and real-time data driven information has never been so eminent as in the current days. With the worldwide flow of goods rapidly expanding, both in diversity as in complexity, the right information and an integral overview is crucial in managing the supply chain flows in order to make the right decisions based on actual and accurate data.



Wim Andriessen

■ By Wim Andriessen, Managing Director CarozPlus Logistics (HK) Ltd., w.andriessen@carozplus.com

Caroz recognised this trend almost a decade ago and was the first independent logistics Control Tower in the Netherlands providing an independent and neutral solution, a unique concept.

What does Caroz do?

Caroz is a technology-based TMC (Transport Management Control Tower). With a unique approach it has established the new standard in logistics.

As a niche player, Caroz plays an increasingly important role for its customers. In order to provide the right solutions for clients Caroz needs to understand the needs and nature of their clients business. By understanding the needs and processes of the client Caroz is able to translate these needs within the existing technology.

Within one simple and transparent environment “the Caroz Enterprise Portal” logistic information will be transformed into logistic visibility. Through the portal Caroz connects logistic data within the supply chain by maintaining complete flexibility and grip on your supply chain.

A very important factor: the data and process will be managed by experienced specialists.

Via the portal and data specialists we can simplify knowledge-intensive and time-consuming processes for the customers, with the aim for continuous improvement and optimisation of the logistic process.

How does it work?

The portal is cloud-based and provides integrated real-time visibility 24/7, at any given location (MyShipments).

First, the portal gives you access to your day-to-day shipments. Shipments can be track & traced, bottlenecks within the process will be exposed early and one digital file with relevant documents is available at all times. This is all based on working by the management by exception principle.

Secondly, with our quote application it's easy and efficient to ask for quotations. All quotes will be available at all times and at any given location (MyQuotes).

Finally, since data at Caroz is key for customers, Caroz developed a state of the art KPI dashboard (MyKpi).

With KPIs related to finance, volume and performance measurements, the data helps customers to analyse and validate the logistics objectives and can be used as a real indicator to measure all aspects of business performance.

With Coordination Centres in Hong Kong and China, Caroz provides a seamless integration for concerned businesses, from trader, producer, vendor and buyers.

If your business is in need of building improved and smart supply chain bridges you can contact Caroz. Caroz offers a limited and temporary option to selected businesses to trial our Caroz Enterprise Portal. ●



Walk Des Voeux Road Central Design Competition

To create a Central Business District worthy of Hong Kong's standing as an international city, non-profit group, Walk DVRC, launched an International Design Competition inviting international urban planners, architects, traffic consultants and designers to submit proposals for revitalising Des Voeux Road Central from Pedder Street to Western Market and make it a pedestrianised zone. The winner, MLA+, Mobility in Chain, dmau is from The Netherlands.

■ By DutchCham

In their design, Des Voeux Road Central (DVRC) is re-imagined as a linear public space, organised around a central Sheung Wan Square and features five iconic tram stops, each with an elevated small roof park.

The Dutch Chamber had the opportunity to talk to Martin Probst from MLA+ and Daryl Mulvihill from dmau when they were in Hong Kong for the Business of Design Week, along with Jennifer Walker Frisinger from Walk DVRC Ltd.

[Please tell us about what your companies do.](#)

Martin: We are here as a consortium between two Dutch design firms, supported by a mobility planner from Milan. MLA+ is an architecture firm that was founded 25 years ago in Rotterdam, and today has eight offices around the world.

Daryl: Dmau is a studio focusing on public space design based in Amsterdam.

[What is unique about your design compared to the other contestants?](#)

Martin: The really radical thing in our design is that we looked at the street through the eyes of a little Hong Kong girl called Flora. We imagined what a little girl, and what the future population would think about this street. We shot a movie, which helps people see what is possible along the road.

Furthermore, the design is based on the work including transport studies that Walk DVRC has done. We see the whole street as a long linear public space. In our plan, we've moved the tram a little bit to create a space in Sheung Wan where people can gather.

DVRC is 1.4 kilometres long – from Central Station in the business district to Western Market in a more historic area. Our design changes with the character of the road.

As an iconic part of Hong Kong, we also integrated the tram in our design. However, the tram has deteriorated a bit and is now more of a cultural relic, whereas it's actually a convenient mode of transport. We replaced the old tram stops with new ones encompassing very strong identities linked to its location. The first one in Central is called Neon gateway. Neon signs are disappearing and this development is cause for concern for many. There are five tram stops so the project is called 'High-5 in the Sky'. Flora visits all of them.

Daryl: This project is different to other competitions as it's a campaign. And as every campaign needs an icon, we have Flora as our hero.

[What are the next steps for the campaign?](#)

Martin: The next step in the process is a 90-day closure of two blocks during which various activities will be organised.

Daryl: During this closure analysis will be conducted to determine how things will actually change. As it's such a large-scale project this is quite a smart strategy. It's called tactical urbanism. You do smaller interventions that are temporary to provide an impression about future possibilities.

Jennifer: We're taking baby steps and continue to engage with different stakeholders. There is general support for it among all levels. A change in mindset must happen. Our urban planning has always revolved around cars. When the population was growing rapidly in the 70's, 80's and 90's, we needed to build infrastructure. Population growth is stable now, but private car ownership is still rising 4% per year with no disincentives in place. We no longer need to design our cities around cars, but around people.

[Do you notice any big differences between working in Europe and Asia?](#)

Martin: The problems are the same. It's just the complexity of planning cities. There are departments that are responsible for their own fields.

This is a fantastic project where a transport department, a public space department and the business community need to work together. This is where, for example, the Netherlands is a step ahead, as they work very project oriented.

The level of inclusiveness is also different. Hong Kong is incredibly segregated in terms of wealth, responsibility, public and administration.

Jennifer: We are doing the government's work with all this research, setting the framework. At the end of the day, our major stakeholder is Carrie Lam.

Martin: She is in a difficult position, balancing many interests. The power of our approach is that we build support from the ground up. This way she doesn't have represent it, but just support it. ●



Name: Doo Bo Chung

Organisation:

Standard Chartered Bank

Email: doobo.chung@sc.com

Passing the pen

Who am I:

I am Doo Bo Chung, a Korean-Dutch national by the way of Suriname married to a Korean-British lawyer living in Hong Kong with two boys aged 3 and 1.

My professional background is:

Reflective of my personal background it is a combination of different experiences. I spent 10 years studying at Delft University of Technology and have a PhD in Aerospace Engineering. I joined ABN Amro after a chance meeting with a recruiter for an energy company who made a passing comment that with my academic background I would be a good fit for quantitative finance roles. Rounds of restructuring following the financial crisis meant I could try out lots of different roles within the bank including moving to RBS in London. I've recently joined Standard Chartered in Hong Kong after more than a decade with ABN Amro and RBS.

I work for:

Standard Chartered Bank Hong Kong in the Trade Asset Sales and Syndication team. Our team looks after distribution and syndication of trade finance related assets for the Greater China and North Asia region.

I moved to Hong Kong ...

when my wife was offered a great opportunity to move to Hong Kong with her firm. We decided it would be a good time in our lives for a change of scenery while the kids are still young.

My most remarkable work story is:

That I happened to be working on the trading floor of ABN Amro in Amsterdam as a fresh graduate trainee when Lehman Brothers collapsed. I remember how a normally buzzing trading room became eerily quiet that Friday afternoon ahead of the bankruptcy announcement instead of the usual jovial bantering atmosphere ahead of Friday evening drinks.

I find most of my business contacts through:

Networking opportunities such as the Dutch Chamber of Commerce events or through building bridges with people I have worked with previously.

Building Bridges to me means ...

building connections across anything that could be considered a barrier be it either geographical, cultural, generational and so on.

25 years ago I was...

in Suriname and had just graduated from MULO (an old Dutch system for secondary schooling still in use in Suriname).

One day I will be:

A single handicap golfer or will keep on trying. Hopefully a predicament my fellow golfers will recognise from this most frustrating of pursuits. ●



Building strong bridges for good business

For our Lead Story this issue, we spoke with two DutchCham members who are participating in the Mentorship Programme – Stephane Hasselsweiler, Managing Director, Edelman Asia Ltd and Martin Rijk, Founder, NaturalHolland. The products they manage may be very different, but they both work in businesses that require excellent communication skills, problem solving and passion and dedication for what they do.



Stephane Hasselsweiler



Martin Rijk

■ By Donna Mah



Stephane in his office Christmas tree 'forest'

Please tell us a bit about yourselves – where you work, what you do and what brought you to Hong Kong.

Stephane: I work for Edelman Asia Limited, a lifestyle company known as a leading European importer of lifestyle/decor products including indoor/outdoor pots, artificial flowers/plants, home decoration and Christmas products which includes a very extensive range of artificial Christmas trees. Our customers are all over the world and are in the retail and wholesale sectors. I manage the Edelman offices in Asia, covering India, Vietnam, Thailand, Indonesia, China and Hong Kong.

I joined Edelman about 11 years ago in Hong Kong after moving back here in late 2007 to start my own consultancy business. Previously, I worked at ARC International/Mikasa in New York, SIA – a leading home decoration company with headquarters in France with Swedish roots. I was also previously based in Bangkok, Thailand and worked with a number of organisations throughout the Asia region in a training and coaching role to meet my military service requirement for France.

I was born in Paris, but grew up in France, Germany, Wales and Hungary. Part of my studies was also in Thailand, as part of a cross-cultural management programme. The experiences helped to shape me as a person and learn to be more independent.

Martin: I founded my company, NaturalHolland, in Hong Kong in 2013. I grew up in Yrseke, Zeeland in the Netherlands where

there are many families involved in the aquaculture industry. I decided to start a business in Asia as I saw growth potential for high quality seafood products here. Most of the businesses in Zeeland had not investigated opportunities in Asia nor invested time into building relationships here.

I became the 'bridge' between the Dutch farmers and the customers here in Asia – communicating the product specifications to farmers in the Netherlands and helping them to understand and meet local market expectations; and exposing customers in Asia to the high quality of seafood available from the Netherlands.

What does 'building bridges' mean to you?

Martin: One of the challenges I face when working with farmers in the Netherlands is communicating the customer needs to them so that they understand the importance of meeting the specifications and product quality requirements. To be able to do this has meant that I have invested the time and energy to understand my customers and to understand the farmers' businesses, in order to be able to translate for everyone. By translate, I mean that I help both sides understand what is possible within budgetary and time constraints. This is how I am personally building bridges between Asia and Europe. I also manage the entire supply chain of getting what the customer wants, in the correct format and on time, from the farm to the customer.

Stephane: Throughout my career, I have been fortunate to have met a number of people through my work that have led to the next job. The importance of building these 'bridges', or network of connections, is invaluable to career development.

When I worked in cutlery/flatware, glassware and dinnerware in Thailand, I was working on both the buying and selling sides of the business, and from that job, I met the CEO of the company I would work for next – a Swedish/French company called SIA. With SIA, I was based in Hong Kong for five years buying for different product groups in China as well as manufacturing children's furniture in Thailand. Through my work at SIA, I met people from ARC International, a French-American company which owned a brand called Mikasa, and went to work for them in New York. After the fall of Lehman Brothers, I decided to move back to Hong Kong and started my business – Pebble-Asia Ltd. However, a few short months later, I joined Edelman and I have been here ever since.



The Edelman team in Hong Kong

- *“They understand the business, how*
- *we work, adapt well to change, and*
- *are therefore able to support and*
- *help bridges with those within and*
- *outside our company.”*

Building strong relationships, or bridges, with customers and suppliers also involves building strong bridges within your own organisation. At Edelman, we have been fortunate in being able to retain staff at the company, with many employees having worked here for six or more years. They understand the business, how we work, adapt well to change, and are therefore able to support and help bridges with those within and outside our company.

As participants in the DutchCham Mentorship Programme, how would you describe your mentor-mentee relationship and what have you learned from each other?

Stephane: Both of us travel quite extensively so it has been tough for us to be able to find the time to meet up and talk. We’ve learned that in order to make the time to meet, it’s imperative to prioritise it so that it happens.

Martin: When we do meet up, it is usually in a casual setting over coffee. For myself, I find that I can learn a great deal from listening to other people’s stories. I don’t think this relationship is just for a year or any set period, but one that will continue to grow. I may have a situation that I want to talk about and, by sharing that, people offer their own stories which makes me think about possible solutions. It happens very naturally.

What are some of the challenges or learning experiences you’ve had working in Hong Kong/Asia?

Martin: When I speak with people in Holland who are very knowledgeable about the mussel and oyster field in Europe, but don’t understand the Asian market, then I feel I have an advantage. They may be more focused on the products rather than the customers, but if they want to be in this market, then the product must meet customers’ requirements. It doesn’t matter how good the product is if it is not what the customer ordered. Sometimes the challenge is to translate the customers’ requests to the farmer.

Stephane: Something I’ve noticed it that you can be at the top of the list very quickly or fall to the bottom very quickly. To stay on top, one needs to be adept at translating and conveying messages between the supplier and the customer. This can help you to keep and gain new customers very quickly. Of course, you still need the right product, the right pricing and to meet deadlines. However, if you don’t maintain the communication, then you can very quickly fall to the bottom.

Martin: Mistakes happen though. It is not bad to make mistakes.

The important thing is to be able to solve problems. Many people may think that if there is an issue, they may not mention it and hope an issue goes unnoticed. If the customer does notice an issue, a vendor may offer a discount as a ‘solution’, but that is already after the problem has been identified. It is better to rectify any problems beforehand, or work to manage expectations through open and timely communication. We learn to minimise our own risks.

As part of risk minimising, making sure you get paid is also something that every business person needs to be concerned about. Getting pre-payments and then following up on any concerns will prevent losses. It’s crucial to have the right terms of business for your transactions or you could be closing down very quickly.

Stephane: With buying and selling – figuring out your payment conditions and being clear upfront is the smartest way to go.

Martin: You also need to question if a customer doesn’t trust you enough to give you the 100% pre-payment whether there is not enough trust to do business. The key is to find the right people to work with – internally and externally. In China, I’ve found that if people don’t need you or your products, they will let you wait. In these cases, suppliers (like myself) may become nervous and offer a lower price in order to secure the business. Remaining calm and not making rash decisions to offer lower prices or special terms is healthier for long-term development. I don’t have experience doing this in Europe though, what has your experience in Europe been, Stephane?

Stephane: Europe is very different from China. For example, in dealing with some European customers, they may be perceived as being very impatient. They want to do business and they are very clear about what they want. The deals can be confirmed in a meeting fairly quickly with additional details to follow. And then they are in constant contact until the work is done to their satisfaction. In Asia, you need to be much more patient in business.

For example, Christmas happens every year on December 25th, but some customers in Asia only get in touch in September and

- *“Remaining calm and not making*
- *rash decisions to offer lower prices*
- *or special terms is healthier for*
- *long-term development.”*



Martin harvesting oysters in the Netherlands



Martin adding the final scoops of caviar at an event

- *“A reliable partner in logistics in*
- *our business is essential. I think*
- *it’s especially critical in Martin’s*
- *business as his products are*
- *perishables.”*

they want everything made-to-order by November. It’s always last minute, tailor-made to their specifications. They also call you many, many times a day before delivery. They do pay, but that also sometimes takes time.

Martin: Yes, I agree. The customers are able to pay, but their deadlines are often very tight. There is also a lot of communication with many people from the customer side. If you have an email copied to several people from different departments in an organisation, and each person has a question, it’s almost a full-time job to answer all the questions they have.

Stephane: Customer management can transfer an enormous amount of stress. It’s sometimes unbelievable. It’s just a matter of better planning in order to reduce the stress levels.

Martin: The people that work in these positions, those placing the orders, they are getting pressure from their bosses and, once they place the order with us, then they transfer the stress to us. I used to get very stressed when this first happened. But after some time in the business, I have learned to accept what I can and can’t change. There are some problems that I can solve and some that are beyond my control. So it’s best to stay calm, otherwise you can go crazy.

What do you consider key to your business?

Stephane: A reliable partner in logistics in our business is

essential. I think it’s especially critical in Martin’s business as his products are perishables. If there is a strike for several days, your products are no longer usable.

Martin: For example, if we have a wedding that we are supplying and the airline unloads the shipment from a plane, there is nothing I can do about it. In my position, I make sure that I inform everyone involved about what has happened and when the shipment will arrive.

Stephane: You are the problem solver in this scenario. You pay for any penalties and you sort out any issues.

Martin: That’s true. Fortunately, I have distributors in the countries that I work in to help supply in situations such as this. It’s not ideal, but at least there is a workable solution so that the end-customer does not need to worry about what happens behind the scenes. All the risk and responsibility in bringing the products from the other side of the world lies with me.

When something goes wrong, you should not hide problems. They may end up growing and becoming bigger problems if not dealt with in a timely matter. The call to the customer may not be easy, but it’s necessary.

Stephane: Even if you have the right product that is on trend, if you don’t have the right logistics partner, it doesn’t work. You must have the right logistics partner. A strong logistics partner will be there when there are challenges

Martin: You need to do it together. That’s true for anywhere in the world.

Stephane: We have worked with a small Dutch logistics company for the last nine years. They have about 90-95% of our business. I only have three contacts within the company and I can send them a message and usually get a reply within an hour. They need to be a reliable partner – 24/7. Partnership and dedication.

Martin: Customers and suppliers need each other, so when you’re working with people who have the same work ethic, it works well. To build a good team, you need to work with the right people.

How do you build a good team?

Stephane: My management style is to let my staff deal with things on their own. I spend time with my team and they are free to ask me questions, but I prefer to go to them as sometimes when they come to my door, the situation has become a ‘problem’. I trust my staff. I’ve learned that people need to be given chances and the right kind of support. I provide reassurance as well. It is common in Asia for people to seek reassurance, I’ve noticed. They take ownership of the project, but sometimes a little reassurance helps to keep them on track.

Martin: It’s important to let people make their own decisions, but being able to consult with another person and coming up with your own ideas is great. It is important to be able to be yourself.

What do you think is key for ‘building bridges’?

1. Common ground – Find something you both enjoy, can agree on, etc i.e. a love of food.
2. Passion and dedication – Don’t dread Mondays.
3. Creativity – Deal with issues and find solutions.
4. Don’t work with people who only give you problems.
5. Communication •

Building Bridges

In a world where we see some ‘bridges’ collapsing, destroying long time policies, or alienating people from the rest of the world, we no doubt need to restore the world order and build bridges instead. We recently saw the opening of the magnificent bridge between Hong Kong and Macau, but we need to move on and build bridges of a different kind.



Bernard F. Scheffens

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

Bridges built of trust are a vital element in our present societies, wherever you live. We need to re-focus on the most important things and the recent Climate Meeting in Poland has been a testimony to that idea. If we really want, we can make progress, if we are willing to trust and work together.



From a ‘Going Green’ standpoint, the building of trust and respect for what is needed here in Hong Kong is crucial to avoid an environmental disaster. The landfills will be full soon, the Waste-to-Energy (WtE) plant is not here yet and, until that is in full function (est. 2024, or later?), there is a huge pile of waste to take care of.

In recent years, the amount of waste has not been reduced. It has become bigger. It means that in the near future, Hong Kong’s problems may be bigger than expected. The capacity of the WtE plant is, even when it is finally there, will fall short and will be unable to take all the waste in. Which, by the way, is destroying value that the waste represents – certain fractions should be separated from solid waste.

The technology to treat the waste is available with plenty of options to choose from, but simply having installations is not enough. Plants to treating waste (WtE, or OWTF (Organic Waste Treatment Facilities) need to be fed, which means effective separation must be implemented to keep cost as low as possible – collection, transport, data management, buyers to recycle it and bring it back in to industries or otherwise capture the value. A few examples:

Food waste. There is no way we can capture 100% food waste. There will always be some spillage. But a system that captures 70-80% is a good start. The split here is between what we will refer to as ‘restaurants’ and ‘households’. Each needs a different approach, in terms of law, tax, collection etc. The good news here is that once we can get a high percentage of food waste from restaurants, we really take big strides forward. Solutions to take food waste from high rise buildings are available. It is just a matter of thorough organisation to bring about implementation.

Plastics. This is another area that has a big impact on the environment. Articles are published all over the place about plastics, but we need to get to action mode, and do it fast. Many different attempts have been undertaken to remove the ‘plastic soup’ in the Pacific and the Atlantic Ocean, but the root cause of the problem is us. We all should rethink our usage of or need for plastics. We don’t need to

wait for legislation, we can simply think about how we can replace plastic bags with something more sustainable and/or re-usable. This can also extend to other plastic items we use such as plastic straws, spoons, forks and knives.

Anyway, I could go on with lots of examples, but the main point here is to rethink how we consume and to do things in a different way, without necessarily lowering our quality of life. Environmentalists would say, that we will all enjoy a cleaner and better world. How about that for adding value and improving our quality of life?

Some years ago, when we started our search to connect with and build bridges with several players – NGO’s, companies, government – to see how we could introduce technology into the mix, we found that communication, organisation and data are key to a successful implementation of a waste policy. This cannot be stressed more adamantly. We have shared this with all parties, and it must be done on a continuous basis – it’s not a one-time effort. It will probably be needed for a number of years to come. Following the 3x9 rule regarding communication, it means that for policymakers, one needs to repeat and emphasise a message three times; and for others, the message needs to be communicated nine times to be heard. Can you imagine the effort required to ensure we are all on the same page?

Time is running out, but the results we need start with ourselves. Just think a little bit about what you can do, and the difference it will make when all Hong Kong residents do the same. Fingers crossed! ●

A changing investment climate for China in the EU

Where the trade war, the Belt & Road and the “Made in China 2025” initiatives meet.

■ By Ewout J. Stumphius, Senior Partner China, Loyens & Loeff Hong Kong



In recent years, Chinese investment abroad has reached unprecedented levels worldwide. Many Chinese cross-border transactions have been successfully completed, with both State-Owned Entities and privately-owned entities engaging in foreign direct investments. Hong Kong very often is instrumental in these types of transactions, for example for funding (or tax) purposes.

The European Union (EU) and the Netherlands are no exception to this inflow of investments from China, and this in a variety of sectors, including ports and infrastructure, telecoms, automotive, healthcare, insurance, renewable energy and so on.

Outbound investments today seem to be concentrated on sectors that fit in well with the Belt & Road Initiative (i.e. infrastructural investments) and the “Made in China 2025” strategic plan – which (in shorthand) serves to elevate China’s technical capabilities to a next level of international competitiveness.

With the trade war having ensued, the major investment flows from China into the U.S. are practically drying up for now, and commentators expect a shift in focus from China towards the EU as a target market for investments and acquisition of businesses and technology as a result. How is Europe reacting to this?

- *“With the trade war having ensued, the*
- *major investment flows from China into*
- *the U.S. are practically drying up for now,*
- *and commentators expect a shift in focus*
- *from China towards the EU as a target*
- *market for investments and acquisition of*
- *businesses and technology as a result.”*

Changing sentiment towards foreign direct investment (FDI) into the EU

Even before the trade war between the U.S. and China broke out, a number of proposed transactions by Chinese investors into the EU had already been blocked, and this is a clear indicator of a growing trend in a number of European countries towards

- *“There have been numerous proposed*
- *investments into the U.S. by Chinese*
- *businesses which have been blocked by*
- *CFIUS in the past number of years, for*
- *example in the semi-conductor and the*
- *ports infrastructure industries.”*

advance scrutiny of investments by parties from outside the EU – and yes indeed, with an obvious focus on China.

This is particularly so where investments in the more sensitive sectors (such as high-technology and semi-conductors) are concerned. One of the main cases that drew attention, back in 2016, was the German government withdrawing approval for the acquisition of Aixtron (a semiconductor equipment manufacturer) by Chinese investors. The debate in Germany was further spurred on by the sale of German robotics company Kuka to Midea from China, which was ultimately cleared, but only after a lengthy period of considerable uncertainty.

European countries seem to take a cue here from the U.S., where the Committee on Foreign Investment in the United States (CFIUS) operates as a gating approval on grounds of national security. There have been numerous proposed investments into the U.S. by Chinese businesses which have been blocked by CFIUS in the past number of years, for example in the semi-conductor and the ports infrastructure industries. Recently, the scope of authority of CFIUS has even been further expanded (for example it now also includes a transaction where a Chinese investor only seeks to acquire an indirect minority interest).

European Commission (EC) proposal

Back in September 2017, on the initiative of Germany, France and Italy, the EC published a proposal for a Regulation in which a framework for the screening of foreign direct investment into the EU was outlined (the Draft FDI Regulation). The Draft FDI Regulation will allow for EU-level review of investments into the EU that may affect projects or programmes of EU interest based on the grounds of the Union’s security or public order, in order to preserve Europe’s essential interests. The Draft FDI Regulation

- *“This would be a fundamental departure*
- *from the open market policy that the*
- *Netherlands has always favoured.”*

pertains to investors from third countries (i.e. non-EU), notably (but not exclusively) those that are owned or controlled by foreign states, inclusive of sovereign funds.

The Draft FDI Regulation (which still requires the approval of the European Parliament and EU Member States) provides a list of projects or programmes of EU strategic interest, which includes research (in particular, in key enabling technologies such as nanotechnology, photonics, biotechnology, advanced materials and advanced manufacturing systems), space, transport, energy and telecommunications.

Importantly, Member States keep the last word on the topic of investment screening at national level and may adopt new review mechanisms or continue without (currently, such mechanisms are in place in 12 Member States).

Importantly, the EC underscores the merit of its open market system and positions the Draft FDI Proposal as a means to intervene in exceptional cases – so this gives some comfort that the investment window will not close completely.

Recent developments in the Netherlands

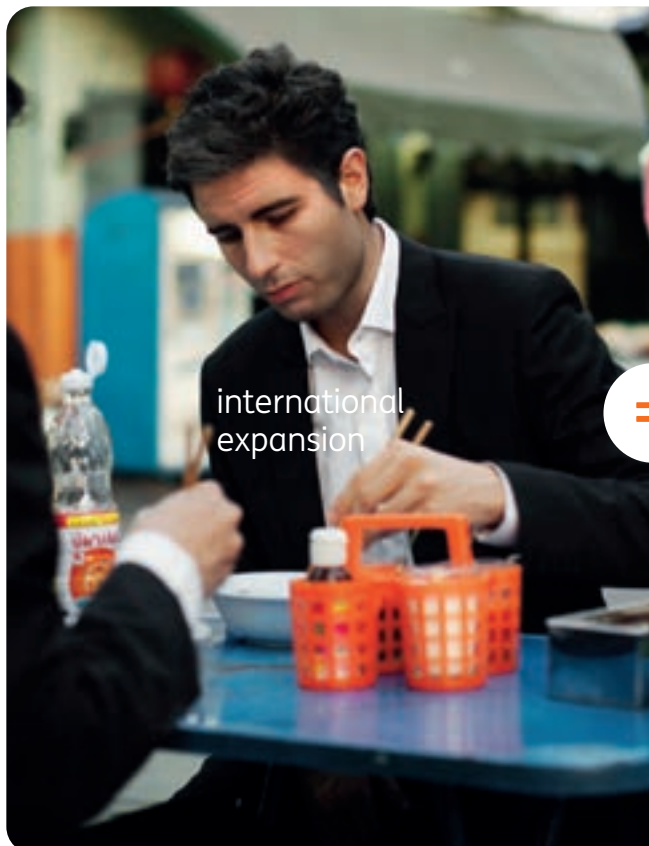
Zooming in on the Dutch domestic market, in the wake also of some attempted hostile takeovers in the recent past (involving Dutch “national treasures” KPN, PostNL, Unilever

and AkzoNobel), a draft bill on advance screening of foreign investments in the telecoms infrastructure was put forward, and since then, the Ministry of Economic Affairs announced that it is considering a wider number of specific sectors of industry where national security interests could be at stake, such as utilities, internet and data, water supply, shipping and transport and chemicals. This topic has also been included in the current Dutch coalition agreement.

This will obviously have an impact on – in any case – State-Owned Enterprises and sovereign wealth funds from China engaging in investment transactions in the Netherlands. This would be a fundamental departure from the open market policy that the Netherlands has always favoured.

Just as interesting is the question how the concept of ‘national security/essential interests’ will be defined, if this can be done at all. Or will the mechanism be based on a more open standard, to be applied on a case-to-case basis? In any case, it remains to be seen where the balance between fostering trade and cross-border investments on the one hand, and protection of essential national interests of the other hand, will ultimately lie. •

*“In any case, it remains to be seen where
the balance between fostering trade and
cross-border investments on the one hand,
and protection of essential national interests
of the other hand, will ultimately lie.”*



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]

Stubbs Road

The only road connecting Happy Valley with The Peak is Stubbs Road, built in the early 20th century, and named after 16th Governor of Hong Kong, Sir Reginald Edward Stubbs. He did not have a particularly successful tenure as governor. He was the governor during a difficult economic period globally, between the two world wars, from 1919 until 1925. During his period there was much unrest, with frequent strikes, which was not helpful to an already fragile economy.



Daniël de Blocq van Scheltinga

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

In 1922, seamen and dockworkers went on strike in Hong Kong, followed by a large strike that involved workers in both Hong Kong and Canton (Guangdong), China. The strikers demanded the annulment of three specific agreements in a long series of international agreements between China and various colonial powers, all which China call the “unequal treaties” and formed part of what in Chinese history is termed China’s “period of humiliation”. The three in question were the Treaty of Nanking, the Treaty of Peking, and the New Territories land lease agreement, which altogether granted British control of Hong Kong.

The Treaty of Nanking signed in August 1842 was the treaty that ended the First Opium War, which had lasted for four years. Under its terms the British would withdraw most of its troops and ships, but would be paid a vast sum of compensation (21 million silver dollars), granted extensive trading rights with fixed agreed tariffs in the most important trading hubs (Amoy (now called Xiamen), Shanghai, Fuzhou, Ningbo) and last but certainly not least, Hong Kong Island would become a Crown colony “in perpetuity”, to provide British traders with a harbour where they could “careen and refit their ships and keep stores for that purpose”. The signatory on behalf of the British, Pottinger was later appointed the first governor of Hong Kong.

The second of the contested “unequal treaties” was the Treaty of Peking, which was signed between the Qing dynasty and Portugal in 1887, by which Macao became a colony of Portugal in perpetuity. As this treaty did not directly involve Britain, or Hong Kong, it was surprising that this was incorporated in the strikers demands. Perhaps this was the Greater Bay Area thinking *avant la lettre*?

The last of the three unequal treaties the strikes were against was the New Territories land lease agreement, officially named the Convention for the Extension of Hong Kong Territory signed in 1896. This granted the British the rent-free lease rights for 99 years (so until 30 June 1987) of the lands north of what is now Boundary Street, and south of the Sham Chun River, and the surrounding islands, later collectively known as the “New Territories”.

At first, Stubbs tried to suppress the strikers with legal and forceful means, arresting the leaders, but the efforts backfired and caused an exodus of more than 100,000 Chinese labourers to China. This further damaged the economy, which displeased London, and Stubbs left Hong Kong in 1925.

Stubbs Road does have some buildings that are more memorable

than Sir Reginald. The most interesting is one that was almost demolished, namely No 45, “King Yin Lei”. This Chinese-style mansion was built in 1937, and notwithstanding the Chinese look was designed by a British architect. The three-story mansion is on a 50,650 square feet (4,706 m²) site above Happy Valley Racecourse, and has a private garden with various pavilions and terraces. The mansion has been used as décor in various movies including the famous Bruce Lee classic “Enter the Dragon” (1973), and “Soldier of Fortune” (1955) starring Clark Gable.

In 2004, the owner put the building up for sale, and it was generally understood that a buyer would demolish the building and build a large tower on this prestigious site. There was a public outcry, with petitions calling on the government to intervene. The HK Government did not intervene, arguing that it was private property and that if they were to declare it a historical building, thus forbidding the demolition and any further development on the site, they would have to pay a very substantial large amount of compensation to the owner. However, due to the public pressure the owner cancelled the sale process, and things calmed down. A few years later in 2007, bulldozers and dump trucks were spotted on the site causing the public concern to be raised once again. The three Chinese characters chiselled on the front gate plaque were removed, as were several roof tiles. When the government realised that demolition had really started, they quickly and suddenly declared the building a proposed monument and ordered the work to be halted. Negotiations followed and at the end the owner received another site of a similar size elsewhere in Hong Kong, to be used for development. Following this swap arrangement, the government started renovation work on the house. It is now open to visit on a number of specially designated days per year, usually in the autumn, and announced on the government website.

Another interesting building on Stubbs Road is Opus Hong Kong at No. 53, and designed by the very famous American architect Frank Gehry, who was named the most important architect of our age, by *Vanity Fair*. The project was developed by Swire Properties, as the 3,020 m² (32,500 sq ft) site had been owned by the Swire group for many years: it was where the residence of the chairman of Swire used to be. Built in 2012, the last apartment was sold in 2015 for a Hong Kong record: the 5,444 sq ft unit on the 12th and top floor, including two car parking spaces and a 1,508 sq ft roof top, was sold for HKD 509.6 mln (or USD 65.13 mln).

Next time you drive along Stubbs Road, take a look at the houses and remember the slightly unfortunate Sir Reginald Stubbs. ●

Finance & Innovation

“Two days”

– Field Marshall Montgomery, when asked how long his tanks would take to reach Arnhem

A Bridge Too Far, Cornelius Ryan

■ Column by Ralph Ybema, rybema@china ltd.com.hk



Ralph Ybema

My first column for this magazine was published almost exactly five years ago. The government, by word of the ironically named Environmental Protection Department, planned a new incinerator with a 30-metre high chimney on land to be reclaimed off the South Lantau coast.

The project was discreetly binned about a year later, but white elephant projects in Hong Kong are like snakes on Medusa's head – for every one cut, two fresh ones pop up. Plans for an East Lantau metropolis were soon published alongside those for a High-Speed Rail link between Hong Kong and Mainland China.

No doubt the brainchild of a combination of dredgers and real estate developers with dollar signs for irises, the East Lantau Metropolis project soon lost the limelight to a third behemoth, the Hong Kong-Macau-Zhuhai bridge. This one with mainland Chinese financing, and even more vultures circling – not just the money pot in this case, with several fatal accidents throughout the project.

One of the more promising parts of that bridge project, train tracks running underneath the bridge deck, was quickly discarded. That may be just as well, given the monstrous delays, cost overruns and quality issues plaguing the HSR-project. A few tens of billions or so on a population of seven million may not seem excessive, but considering that only part of that population actually works and of those working, only 13% actually pay tax... After all, the Financial Secretary's stubborn insistence on underestimating tax receipts means we have a structural “windfall”, and in this part of the world, that is synonymous with a duty to spend - regardless of purpose.

Official investigations and civil litigation on the HSR-project are ongoing, allegations of corruption are rife and heads of senior management have rolled. The bridge project has led to severe disruptions due to the influx of Mainland Chinese tour groups and queues for transport to and from Macau add hours to a travel time that was less than an hour by traditional ferry service.

And what does our government do? It set its sights on the next black hole for our tax dollars by reviving the

East Lantau metropolis plans, only this time on an even grander scale.

You will recall that little gem of an infrastructure project in Europe called the Channel Tunnel. Similar comments were heard before, during and after completion and I am sure that a fair few of the “Leave” voters in the UK are still grumbling about it. However, even Brexiteers would have to admit the clear benefits the Channel Tunnel offers and, with its proponents, why ever it was only constructed for trains and not cars as well. Ironical that, with HKMZ choosing cars and not trains ...

“The East Lantau Metropolis, by contrast, may seem to possess merit to some, but in the overall scheme of things has no fundamentally compelling rationale, either in terms of location, size or timing.”

What the Channel Tunnel has in common with the HSR-project and the Hong Kong-Macau-Zhuhai bridge is that there is a clear rationale behind it which, I submit, will play out well over time and the only question that will be left is why is was not done earlier, and better. The East Lantau Metropolis, by contrast, may seem to possess merit to some, but in the overall scheme of things has no fundamentally compelling rationale, either in terms of location, size or timing.

The two days that Monty estimated for his tanks may not have been spot on, and they were not taken as such by the other commanders who estimated the troops could hold for four days, tops. However, they knew the estimate was close enough to get as far as Nijmegen.

In my view, the Hong Kong government does not have the ability to produce a reliable estimate of anything in relation to the East Lantau Metropolis and that will be our Arnhem, our Bridge Too Far. ●

Mainland China Individual Income Tax Reform

The Individual Income Tax Law (“IIT Law”) of Mainland China was introduced in 1980 and has been amended 6 times since. On 31 August 2018, the Draft Amendment IIT Law was approved by the National People’s Congress of the People’s Republic of China (“PRC”). The new amendments do not only increase the basic personal tax deduction, but also introduce additional tax deductions to ease individuals’ financial burden. They will be effective from 1 January 2019.



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



Major amendments in the new IIT Law

(I) Tax residency rule

The new IIT Law adopts a 183-day rule to define tax residency in Mainland China in accordance with international tax practice.

- “An individual who has a domicile
- or no domicile but spends 183 days
- or more in Mainland China during
- a tax year will be considered as a
- “resident” for IIT purpose.”

The threshold for tax residency status has tightened from “a full year” to “183 days”.

An individual who has a domicile or no domicile but spends 183 days or more in Mainland China during a tax year will be considered as a “resident” for IIT purpose. A PRC tax resident will be subject to IIT on his/her worldwide income, whilst a non-tax resident will be subject to IIT on income derived from Mainland China.

(II) Grouping income with similar nature for taxation

The new IIT Law groups four categories of income into one income category, the so-called “Comprehensive Income”, i.e. salary and wages, income from provision of independent personal services,

income from author's remuneration and income from royalties. In addition, one set of progressive tax rates will be applied for determining the IIT of the said Comprehensive Income. PRC tax residents will be taxed on an annual basis while non-residents will still be taxed on a monthly basis or when taxable income arises.

Meanwhile, income from operations, interest/dividend, income from property leasing, income from transfer of asset, incidental income and other income are still taxed separately at the rate prescribed for that category of income.

(III) Adjusting taxable income brackets

The tax rates on Comprehensive Income will be revised based on the existing rates applicable to salary and wages, i.e. widening the tax brackets with applicable tax rate of 3%, 10%, and 20%; narrowing the 25% tax bracket, and maintaining the tax brackets for three higher levels at 30%, 35% and 45%. The adjustment for tax brackets of the middle tax rates will be a great relief for the middle class.

(IV) Raising basic personal tax deduction on Comprehensive Income

The basic deduction amount for Comprehensive Income has raised from CNY 3,500 to CNY 5,000 per month (i.e. CNY 60,000 per year). The extra deduction of CNY 1,300 per month for foreigners will no longer apply.

(V) Set up deductions for special expenditures

The new IIT Law has set up additional deductions for specific expenditures, which are closely related to people's lives, such as expenditures for dependent children's education, continuing education, serious illness medical treatments, mortgage interests/rentals for housing and support for dependent elderly.

With regard to the deductions on special expenditures for foreign workers within the new IIT Law, they are entitled to children's education, continuing education, mortgage interests/rentals for housing; meanwhile, they may also choose to enjoy the current allowance for children's education, language training and housing rental.

(VI) Introducing general anti avoidance rule ("GAAR") for individuals

The new IIT Law empowers tax authorities to assess tax on individuals who are involved in transactions such as asset transfers which are not at arm's length, tax avoidance by use of offshore tax haven, deriving inappropriate tax benefits through unreasonable commercial arrangements. Where tax is assessed, late payment surcharge would also be imposed accordingly.

- *"The new IIT Law empowers*
- *tax authorities to assess tax on*
- *individuals who are involved in*
- *transactions such as asset transfers*
- *which are not at arm's length, tax*
- *avoidance by use of offshore tax*
- *haven, deriving inappropriate tax*
- *benefits through unreasonable*
- *commercial arrangements."*

"In particular, once an individual has been considered as a PRC tax resident, under the implementation of Common Standard Reporting/Automatic Exchange of Information, the financial information kept by him/her in other jurisdictions might be exchanged to the Mainland Chinese tax authorities automatically."

Impacts on taxpayers

Generally, the new IIT Law will have the following significant impacts on foreign expatriates, frequent travellers working in Mainland China as well as Mainland Chinese high-net-worth individuals:

(I) New tax residency rule

Due to the strict 183-day rule, it would be much easier to become a Mainland Chinese tax resident, and to be subjected to Mainland Chinese IIT on his/her worldwide income. In particular, once an individual has been considered as a PRC tax resident, under the implementation of Common Standard Reporting/Automatic Exchange of Information, the financial information kept by him/her in other jurisdictions might be exchanged to the Mainland Chinese tax authorities automatically.

Another issue is about the existing exemption treatment for the 'five-year rule'. The regulations on the implementation of IIT Law has clarified that individuals without domicile in Mainland China will only be subject to IIT on their worldwide income starting from the sixth year if (i) they have resided in Mainland China for 183 days or more each year for the five consecutive years, and have not left Mainland China for 30 days or more in a row during those five years; and (ii) they continue to reside in Mainland China for 183 days or more in the sixth year.

(II) Assets management in foreign jurisdictions

It is not uncommon nowadays for Mainland Chinese residents to set up an offshore company in jurisdictions with lower tax rate, such as Hong Kong, Singapore, Cayman Islands, etc. Due to the introduction of GAAR in the new IIT Law, the distribution of profits to the Mainland Chinese residents who have an interest in offshore companies may be qualified as taxable income by the Mainland Chinese tax authorities, i.e. may be subject to IIT as dividend income at the tax rate of 20%.

(III) Departure tax declaration for immigration purpose

An individual who would like to deregister his/her Mainland Chinese household registration due to migration has to perform a tax clearance. It cannot be guaranteed whether such individual will be required to provide complete information of assets and income derived in Mainland China and even overseas.

Conclusion

The reform of the IIT Law is considered to be the most significant reform of the Mainland China individual tax system since the past 38 years. Preparing for a "soft landing" with regard to the new IIT Law for Mainland Chinese individuals, foreign expatriates as well as the employers will be important in their agenda. ●

One way bridge?

■ By Erik Leenders, Managing Director of David Lewis Productions Asia-Pacific Limited, erik@dlp-asia.com



Since 2008, I've been representing Dutch company David Lewis Productions ("DLP") in Asia. DLP is an agency active in the booking management of Electronic Dance Music Artists, ranging from Deephouse and House to Progressive, Trance and even Hardstyle. Have a look at our website and you will see a number of artists that we represent exclusively and, in most cases, worldwide for all of their performance bookings.

Asia is booming! It took a while though. During the first years after DLP landed in Hong Kong nothing much actually happened. The US was garnering much of the attention in the region with the 'dance music stage', but Asia being Asia caught up quickly and efficiently. Recent years have been explosive, with no indications that this will end anytime soon.

Nowadays, famous and less famous artists from 'the Western world' cross the cultural bridge to perform at the fast-growing number of fancy clubs in Asia – with China being frontrunner – and the emerging festivals that are popping up everywhere, growing in scale and becoming more professional each year. Parties we work with, to name a few, are: Zouk Out in Singapore, DWP in Indonesia, 808 Festival & Waterzonic in Thailand, Springwave in Taiwan and of course our own Hong Kong's Creamfields held in December 2018 at AsiaWorld-Expo, a brand that also holds numerous editions in China.

The Dutch are frontrunners in that business – we pretty much own that bridge. The Netherlands supplies the biggest artists (in the top 10 of world's most popular DJs Top 100 ranking – yes there actually is one – are in fact Dutch), the most well-known agencies and labels are in and from The Netherlands and the world's leading conference in the industry is held every October in Amsterdam; the Amsterdam Dance Event or 'ADE'.

And yet, where are the Asian artists performing in Europe or the US? They are hard to find and low in numbers. A few actually

broke into that desired Top 100, albeit at lower rankings, but even so, that hardly guarantee that these lucky few will be booked for performances in the Western clubs and festivals, let alone if their bookings there, if any, are lucrative ... (Not that this is the main motivation for most artists, but as making music in our digital times hardly generates any income anymore, it is actually the bookings they can get that pays the bills.)

Since DLP's set-up in Hong Kong, one area of focus has been to add Asian names to our roster. From the beginning, one of our pillars has been to create, or better: to expand that bridge between the West and the East and to grow our roster with Asian talent. That we could introduce 'exotic' and refreshing new names from the Far East to the European and American clubs and festival – and within the Asian market itself of course, let's not forget that. But where this runs their natural course 'back home', it has so far proven to be quite a challenge, even a struggle, to do this. While there is no shortage of people here and, just as in the West, no shortage of kids behind their computers producing music and learning how to DJ, for some reason it is just not coming out yet. They don't seem to be able to get on that bridge and cross it to the other side.

It is not because of a lack of talent, not a lack of motivation or hard work and certainly not a lack of creativity, but still, something is missing, and it is hard to put a finger it.

We will keep on trying though. After all, this business is a 'number's game'. Artists come and go and one day we will find that exceptional Asian talent that just hits the mark. Until that time, we will keep that bridge open and our (Western) artists will cross it more and more Eastbound.

Hopefully one day that one-way bridge will have traffic flowing both ways, and we will all dance and party to the tunes of both Western and Eastern artists! ●

Building Bridges

The start of a new year is a good time to reflect on what was done and what we hope is to come. For me, nature comprises only bridges. Everything in the living world is connected through processes such as passing on nutrients, energy and many other components from one organism to the other. This is the basis of sustainable life.

■ Dr. Willie Smits, www.Masarang.hk, www.orangutanrescue.nl, www.tasikoki.org



The wrong example of planting trees! Compacted soils & loss of topsoil as well as the application of chemicals results in the total loss of the original biodiversity. This will not be a forest; it will be a biological desert.

I became fascinated by nature at an early age living on a Dutch farm. I soon started to record the behaviour of wild birds, which enthralled me. Whilst studying for my PhD, I left the Netherlands for Indonesia and found out about fungi living on the roots of tropical hardwood trees in Borneo's jungle. I studied how sugars from the leaves in the tree crowns were transported all the way to the roots. I discovered that the Mother tree fed its seedlings through the fungal connections with her sugar enabling them to survive in deep shade.

I believe that everything in Nature is connected. We are now shown daily reminders of how we are widening the divide between Man and Nature and the consequences of our actions. Sadly, a great deal of 'troubled water' needs to be bridged quickly to avoid devastating consequences. Systems that are based upon monocultures and the application of artificial fertilizers will never be sustainable bridges to the future. The photograph below shows where fast growing Eucalyptus trees deplete the soils and do not support any biodiversity. Many 'tree planting schemes' are incorrectly thought to be good for the environment.

It will take a lot of work to convince the world that this 'modern' way of managing the soil is wrong and going against nature's principles. The volunteers in Masarang HK, Masarang NL, Orangutan Rescue NL etc. have been working hard to make people aware of this and other relevant issues. Each charity has brought wonderful support for Masarang Foundation's work in the field for many years, but they do need more support. With the aims of promoting suitable reforestation, protecting endangered rescued wildlife and empowering local rural communities, there is a great deal of work to be done and lots of bridges to be crossed.

In Hong Kong, we raise support for the Sintang Orangutan Centre projects, in West Kalimantan, whilst also supporting the Masarang Foundation projects in Sulawesi, including the Tasikoki Wildlife Rescue and Education Centre. We have hundreds of HK students volunteering at Tasikoki every year, but we need more

support, more visitors and more volunteers to finance these projects and keep them running with the ever-increasing number of rescued animals.

Additionally, we are hoping companies will consider Tasikoki as a venue for training/team building and CSR opportunities, which will also help raise awareness and support.

According to a TIME article in 2010 "... take in that million-dollar view and ponder the thought that while the world doesn't need another beach resort, it does need many more places like Tasikoki."

Together with my dear friend and retired Dutch priest, Father Jacques Maessen, I established the Sintang Orangutan Centre (SOC) in the heart of Borneo. Here we work on projects to protect rescued orangutans, as well as to help empower the local people. There are 37 rescued orangutans at the Centre. The photograph shows Tom and how he looked when he was rescued. He looks much healthier now!

In my present position I am in the fortunate situation of having the chance to combine the lessons of 50 years of working with nature and many different groups of local people in a way that builds a big bridge based upon the natural way of balance and sustainability.

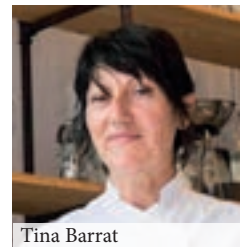
This is our only planet and these are the deciding years for the future generations. ●



Masarang HK is a Hong Kong based Charitable Institution and we were granted tax exemption status under section 88 of the Inland Revenue Ordinance on 23 May 2014.

Interview with Tina Barrat

Tina Barrat, a well-known former jewellery designer, now celebrated Hong Kong vegan chef made vegan dining a fine art. Her vegan dishes are not only healthy, cruelty-free and delicious, they are also a feast for the eyes. This is why Tina is one of Hong Kong's most popular chefs.



Tina Barrat

■ By DutchCham

How did you make the bridge from jewellery designer to vegan chef?

I had been a jewellery designer in Hong Kong for many years but when business dramatically plummeted in 2008 because of the recession I felt it was time for a change. With my partner I had the plan to open a café that was selling both coffee and designer goods. I was a bit naive, I had never run a café before so I had no idea how hard it would be to obtain a license. We found out that you are not allowed to sell goods in a café so we had to choose one direction and decided to make it a café. The name Maya came to mind so Maya cafe it was.

How does being a designer compare to being a chef?

The creative process is the same. As a designer I picked stones with stories and stones that had a synergy in terms of color and form. I do the same as a chef. I create dishes with sauces and elements that have a narrative yet also play off against each other in terms of shape, color and form.



Where did you learn to be a vegan chef?

About 12 years ago, just out of sheer curiosity, I did a workshop on raw cooking. I was surprised no stove was involved, just a blender, dehydrator and something to grow sprouts in. I tried the food and it was amazing. In fact, when I left I felt so high I had to run around the block two times to get off my high. I called the chef and I asked: 'What did you put in it?', and she said that if plants are sprouting, it releases a lot of enzymes which gives a lot of energy, that's the energy you feel right now. So when we opened Maya café I wanted to add raw dishes to our menu so I researched and experimented with raw dishes. One of the first things on the menu was the 'zoodles' – raw zucchini with Alfredo sauce made of cashew nuts. It was an instant hit! In fact, the dish was already being mentioned in the press before we even got our license. Later, I wanted to deepen my knowledge about vegan cooking, so I did a course in Bali in 2015 with Elana Love; a famous American vegan chef. It turned out to be the last cooking class she would give in Bali.

Who is your audience?

With my food I want to build a bridge between non-vegan and vegans. In fact ninety percent are non-vegan people, some even are big meat eaters, but when they try my food they are pleasantly

surprised about how tasty it can be. If people are open minded then I can help to open the door and show a new way of eating that doesn't have to be boring. Moreover, it's also healthy and good for the planet. Becoming a vegan is a process, one doesn't usually become vegan overnight but usually starts by reducing meat and fish before skipping it all together, yet still eating cheese. Dairy is the last thing to drop before turning vegan. This process can take time. I have been a vegetarian for twenty years but the process of becoming vegetarian took 10 years. And I have only been a true vegan for the last three years.

Who inspires you?

One of my heroes is Jamie Oliver. I like the way he cooks simple dishes with a few ingredients. If you use good ingredients then you don't need many of them and it doesn't have to be complicated either. I also like vegan chef Matthew Kenney. Especially the way he presents his dishes – very colourful and stylish, like fine art on a plate.

How does running a café compare to being a freelance chef?

Running a café is very hard work – 15 hours a day 7 days a week – its very taxing physically. Today I have more freedom cooking different things every day and I only occasionally have to commit to working 15 hours a day when I organise a pop-up dinner. This new balance also provides more flexibility, I have been invited to do a few pop-ups in Kuala Lumpur and there might be one in Japan coming up soon.

Any New Year's resolutions?

I would like to travel more. After the café I needed time to set up my catering business and needed time to recover. But now I'm back to the old me and I would like to travel again. When I explored Malaysia I was so excited to finally see the pink banana, it was not just beautiful but also very delicious, I want to discover more exotic fruits and vegetables like this and be inspired by them to create new dishes to surprise my guests in and beyond Hong Kong. ●

If you want to know when Tina's next pop-up dinner will be, check out:
IG: Chef Tina Barrat
FB: Chef Tina Barrat @TinaBarrat.international
e: cheftinabarrat@gmail.com

Tax Roundtable

During this Tax Roundtable, the Dutch Budget Day and Taxing the Digital Economy were discussed.

Tuesday, 6 November |
Dutch Consulate General in Hong Kong



25th China Seminar: Barrier or Bumps? Navigating Trade Tensions in China

During the 25th edition of our annual China Seminar, we discussed the various barriers one could encounter when entering the Chinese market and gave meaningful perspectives from various companies.

Thursday, 8 November |
The Hong Kong Bankers Club



Joint Business Community Luncheon with Chief Executive of the HKSAR

Attendees were able to hear Mrs Lam discuss the reasoning behind the priorities in her Policy Address, and her plans for improving Hong Kong's competitiveness in the year ahead.

Wednesday, 14 November |
Grand Hall, Hong Kong Convention and Exhibition Centre



Coaching workshop: it's not about getting good, it's about getting better

During this workshop, we spent a valuable hour practicing our coaching skills.

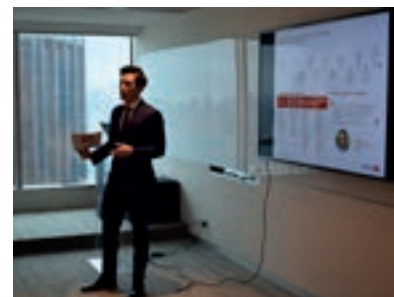
Wednesday, 14 November |
CUHK Business School Town Centre



Green Bonds

During this event ING gave a thorough introduction to Green Bonds, its development and future expectations.

Friday, 16 November |
Dutch Consulate General in Hong Kong



CEO Outlook

From the prospects for economic growth to the challenges in building a workforce in the modern era, during this event we discussed what is shaping the perspective of CEOs in Asia today.

Wednesday, 21 November |
PwC



Planning your financial future

During this wealth management seminar, attendees learned about meeting their life goals through the proper management of their financial resources.

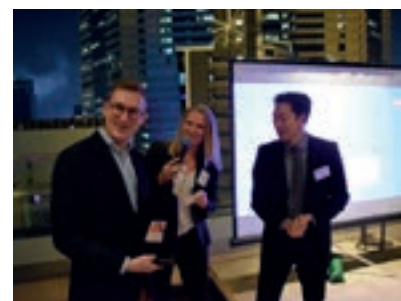
Tuesday, 27 November |
Dutch Consulate General in Hong Kong



Bluebiz Cocktail Part VI

During this event, attendees from European Chambers discovered the benefits of BlueBiz for their company and had the chance to win amazing prizes!

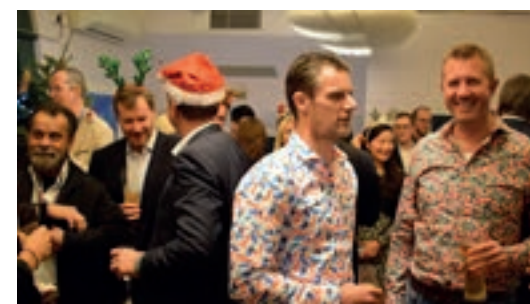
Thursday, 29 November |
Crowne Plaza Causeway Bay



Christmas Cocktail

During the Christmas Cocktail, five contestants battled against each other on the soapbox for the famous Golden Christmas Hat and other great prizes.

Thursday, 13 December |
Café 8



New Members' Corner

NEW SME MEMBER – Wiebo Vaartjes, CEO of TCL Entertainment Solutions

Mr. Wiebo Vaartjes recently rejoined the Dutch Chamber of Commerce in Hong Kong, as an associate member. Until 2016, he was a member of the Dutch Chamber of Commerce for more than 10 years, working for Royal Philips. He also served as a member of the advisory board of the Dutch Chamber.



Returning to Hong Kong, Wiebo is now serving as the CEO of TCL Entertainment Solutions Ltd (TES) and he is also a member of Executive Team of TCL Electronics Holdings Limited. TCL Electronics (1070.hk) is listed on the HK Stock Exchange.

TCL Electronics is one of the leading players in the global TV Industry and is engaged in the research and development, manufacturing and distribution of Consumer Electronics products. The company currently ranks No. 3 in both global and PRC markets.

Following the TCL strategy of broadening the scope of its products portfolio, TCL Entertainment Solutions has been set up. This division covers categories like Audio, Smart Home, Head Phones and Accessory products.

TES brings these ranges of products to market under the TCL brand and also works together with the Onkyo Brand under a global Trade Mark Licence Agreement for Audio and Head Phones categories.

• Wiebo Vaartjes, CEO of TCL Entertainment Solutions

– NEW MEMBERS LISTINGS –

NEW YOUNG PROFESSIONAL MEMBER

Simon Ornelis

St. James's Place

Zuba Adham-Bos

Terence Ng

Arjen Vogel

NEW ASSOCIATE MEMBER

Payoneer

Bas van der Schaaf, Director Payment Partners

www.payoneer.com

YIMI DESIGNS

Yimi Cheung

www.yimidesigns.com

NEW SME MEMBER

The Cocoon HK

Reinier De Smit

Cubiks Hong Kong Ltd

Vincent van de Belt

NEW START-UP MEMBER

Kohpy Ventures Ltd

Jeffrey Broer

— TRADE SHOW CALENDAR —

IN THE NETHERLANDS

Webwinkel Vakdagen

Location: Jaarbeurs Hallencomplex
 Date: 23-24 January 2019
 Organiser: OGZ
 Email: info@webwinkelvakdagen.nl
 Website: www.webwinkelvakdagen.nl

Integrated Systems Europe (AV & systems integration)

Location: RAI Amsterdam
 Date: 5-8 February 2019
 Organiser: RAI Amsterdam BV
 Email: office@iseurope.org
 Website: www.iseurope.org

Maastricht AF- Crossing Bordersf

Location: MECC Maastricht
 Date: 21-22 February 2019
 Organiser: Pauwels Congress Organisers
 Email: j.slangen@pauwelspc.nl
 Website: www.maastrichtaf.com

Fiets en Wandelbeurs

Location: Jaarbeurs Hallencomplex
 Date: 1-3 March 2019
 Organiser: Jaarbeurs
 Email: info@jaarbeurs.nl
 Website: www.fietsenwandelbeurs.nl

HISWA Amsterdam

Location: RAI Amsterdam
 Date: 6-10 March 2019
 Organiser: RAI Amsterdam BV
 Email: registreur@rai.nl
 Website: www.hiswarai.nl

Independent Hotel Show

Location: RAI Amsterdam
 Date: 8-9 March 2019
 Organiser: Fresh Montgomery Ltd
 Email: anatasia.yates@freshmontgomery.co.uk
 Website: www.independenthotelshow.nl

IN HONG KONG

iFX Expo Asia HK

Location: HKCEC
 Date: 22-24 January 2019
 Organiser: iFX Expo
 Email: info@ifxexpo.com
 Website: www.ifxexpo.com

International Fur & Fashion Fair 2019

Location: HKCEC
 Date: 15-18 February 2019
 Organiser: Hong Kong Fur Federation
 Email: fur@hkff.org
 Website: www.hkff.org

Asia Trade Summit

Location: JW Marriott, Hong Kong
 Date: 28 February 2019
 Organiser: The Economist Events
 Email: asiaevents@economist.com
 Website: events.economist.com/events-conferences/asia/asia-trade-summit/2019

HK International Diamond, Gem & Pearl Show 2019

Location: HKCEC
 Date: 26 Feb-2 March 2019
 Organiser: HKCEC
 Email: exhibitions@hktcdc.org
 Website: www.hktcdc.com

Asia Pacific Rail 2019

Location: HKCEC
 Date: 19-20 March 2019
 Organiser: Hong Kong Trade Development Council
 Email: Jennifer.ding@terrapinn.com
 Website: www.terrapinn.com/exhibition/asia-pacific-rail

Macao International Environmental Cooperation Forum (MIECF)

Location: Venetian Macao
 Date: 28-30 March 2019
 Organiser: Koelnmesse
 Email: miecf@koelnmesse.com.hk
 Website: www.macaomiecf.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

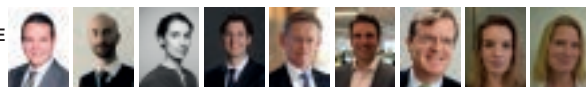
DUTCHCHAM COMMITTEES & PLATFORMS

PR AND PUBLICATION COMMITTEE



- Jacob Feenstra (chair) • Donna Mah • Monique de Raaij • Maarten Swemmer
- Alfred Tse • Annemarelle van Schayik • Mike Spaan • Judith Huismans

CHINA COMMITTEE



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

SME COMMITTEE



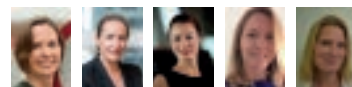
- Jan Willem Möller (chair) • Paul Du Long • Antoine Fasse • Jeffrey Broer
- Iris ten Teije • Emilie Oostenbroek • Judith Huismans

TAX COMMITTEE



- Jeroen van Mourik (chair) • Sytske Kimman • Eric Kampman
- Willem Jan Hoogland • Hans Rothuizen • Harmen Rosing • Muriel Moorrees

WOMEN IN BUSINESS COMMITTEE



- Maaïke van Meer • Saskia Bosch van Rosenthal • Claire Worp • Emily de Bruijn
- Muriel Moorrees

FINANCE COMMITTEE



- Michael van Ommeren (chair) • Lapman Lee • Litai Wai • Bram van den Bergh
- Michiel van Voorst • Hugo Sterkenburgh • Rogier Hekking • Esther Ko-Verhoek
- Muriel Moorrees

CREATIVE COMMITTEE



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

YOUNG PROFESSIONAL COMMITTEE



- Rolf Sperling • Alexander de Haseth • Vicki Chi
- Chantal Rensing • Hidde van der Burg • 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**



ABN•AMRO



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
Avance Collection
with TurboStar Technology

For enquiry
+852 2619 9663