



DUTCHCHAM MAGAZINE

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We would like to introduce you to our newly elected DutchCham Board of Directors



Congratulations Erik Bleekrode, Michiel Mak, Rinske Kuiper, Jan Willem Möller, Frery Winkel-Pieters and Sander van den Berg



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The Greater Bay Area



It is the time of the year for a change of the guards. Well, perhaps not the guards but some major changes nevertheless. During our Annual General Meeting on June 17, we said goodbye to our Chairman Maaïke van Meer, our Vice-Chairman Michael van Ommeren and our Treasurer Arend Oldenziel.

We welcomed Erik Bleekrode (Treasurer), Rinske Kuiper (PR & Pub Committee), Frery Winkel (Members Strategy/Ambassadors) and Sander van den Berg (Finance Committee) to the Board. Michiel Mak will continue to chair the China Committee and will also take the position of Vice-Chairman. I have been granted the honour to take over from Maaïke as Chairman.

I would like to take this opportunity to thank once again Maaïke, Michael and Arend for their tremendous contribution over the years. All three of them tirelessly dedicated much of their time and energy to the Chamber in various capacities for many years and our Chamber would not be the same without them. I would also like to extend a warm welcome to Erik, Rinske, Frery and Sander. We look forward to working with you!

And there is much work to do. The current environment is a challenging one. Besides the global crisis caused by the COVID-19 pandemic, Hong Kong is playing a lead role on the geopolitical stage. We are quite literally witnessing a transition of power from the West to the East and, not unlike tectonic plates thrusting their way past each other, there is friction and the occasional earthquake. The unexpected announcement and subsequent rapid adoption of the national security law for Hong Kong by the Central Government in Beijing certainly felt like a bit of an earthquake to many of us.

One of the key points on our agenda for the coming year is to focus on the position of Hong Kong within Greater China and, more specifically, the Greater Bay Area (GBA). What exactly is the GBA? What is Hong Kong's role or position within it? What are the opportunities for our members? How can we improve our knowledge of and cooperation with those cities across the border? These and more questions are on our mind.

This issue of our DutchCham Magazine is a helpful starting point. I hope you will find it as interesting and fun as we do. Stay tuned for further initiatives around this topic and, as always, please contact us if you have any ideas, suggestions or questions or simply like to meet. Our door is open.

Jan Willem Möller

Putting the Netherlands on the map in Hong Kong

Many of the Dutch residents in Hong Kong have met her at some point in the past four years, as she was actively involved with the Dutch community here. However, it is time for **Annemieke Ruigrok, Consul General of the Netherlands in Hong Kong** to move to a new post. Before she is leaving the city, we had the pleasure of talking with her about her time and work in Hong Kong.

■ By Zuba Adham-Bos

Most of us know you as our Consul General in Hong Kong since 2016. Can you tell us a bit about your background?

I have been working at the Dutch Ministry of Foreign Affairs for over thirty years, where I have had several posts in the Netherlands and many overseas posts. I have studied Eastern European history and Russian, so I was delighted that at some point during my career, I ended up in a role at the Moscow Embassy.

My first Ambassador function was in Lithuania. Apart from that, I have worked at the Embassy in Washington, twice at the Embassy in Jakarta, Indonesia, and before coming to Hong Kong, I was Ambassador in Australia.

Which goals had you set out to achieve during your time in Hong Kong and did you meet them?

I wanted to come to Hong Kong – for the city itself – but also because the role is mainly focused on the economic side. I've done economic work, economic diplomacy and promoting Dutch business interests, but I never had a function where this was the core.

The team had already initiated to promote and bring attention to sustainability and circular economy and we have picked that up and broadened the scope looking at not only waste processing, but also plastic, sustainable water management, green energy, green mobility and more.

I am thrilled that we were able to have Henk Ovink visit Hong Kong twice. Henk is a special Dutch Envoy for international water affairs and he held workshops and seminars, mainly for civil servants working for the Hong Kong government. Not only about water management, but also urban design, on how to live and work better and in a sustainable way.



Annemieke Ruigrok

I have enjoyed helping Dutch businesses and putting the Netherlands on the map, which I believe we have achieved.

Can you tell us about the annual Dutch Days and its importance for the Netherlands-Hong Kong relation?

Hong Kong is a very competitive place for other countries to become visible. My predecessor had the idea to concentrate everything we have to offer culturally in a few weeks, like a festival. That way you can have a specific theme, publish a

programme and generate more publicity. I took over and expanded on it. Now, not only it covers cultural events, such as exhibitions, movies, and music, but we also included other fields the Netherlands has to offer. For example, we have done seminars on Dutch Design, social financing and sustainable use of plastic.

The Dutch Days generate awareness for the Netherlands. It showcases that we are more than tulips, windmills and Van Gogh. The events we organise, create a positive image and branding of the Netherlands, that people can think back at when they get in touch with Dutch companies or businesspeople.

How do the Consulate and the Dutch Chamber work together?

The Dutch Consulate and the Dutch Chamber share office space. We work very closely together because we primarily have the same objectives – stimulating Dutch business and trade between Hong Kong and the Netherlands.

We have much contact with each other, organise many events together and promote each other's events. Besides, we also try to complement one another. We each have our own contacts and lobby opportunities towards the Hong Kong government. Several times, we organised actions where we had coordinated very clearly how each of us would approach the Hong Kong government in our own ways to advocate for Dutch interests. The outcomes of these coordinated actions were successful.

Additionally, I am the chair of the Chamber's advisory board and Rogier Hekking, the deputy Consul-General, is an observer at meetings of the Board of Directors.

Is there anything unique about the Dutch community in Hong Kong?

It is mainly a business community, and people usually live here temporarily. Some people have been living here for a long time, but they also have been businesspeople. In Australia, for example, Dutch people have been there for generations since after WWII. Another point which stood out to me during the protests and now during COVID-19, is that they are very self-reliant.

We have barely had any questions or requests for assistance; we had expected more. Perhaps it is because the Hong Kong government is very well organised, they give out much information and do not distinguish between locals and foreign residents.

You had a turbulent last year in Hong Kong with the protests and COVID-19; how has this affected the Consulate's work?

Unfortunately, due to COVID-19 we had to cancel several events and the Dutch Days. There have been barely any delegation visits, and we could not celebrate King's day at the Residence. There are also no Dutch exchange students, hopefully they will return early 2021.



Dutch Days opening with Chief Executive Carrie Lam, 2019

However, we have moved some events to virtual online events, and we hope to organise some events of the Dutch Days later this year.

Regarding the protests, they did not have a lot of impact on our work until last November – when the protests were at the universities and some roads and tunnels were blocked – and we had to cancel a few missions.

How can the Consulate help businesses in the Greater Bay Area (GBA)?

We have noticed much interest for the GBA, both here as well as in the Netherlands. Since the GBA blueprint was announced, we have been working closely with our colleagues in Guangzhou.



Official opening of the consulate by PM Mark Rutte, 2018

Together with the Dutch Chamber in Hong Kong and the Consulate and the BenCham in Guangzhou, we will organise a series of webinars for Dutch business in the Netherlands that are interested in doing business in the GBA. The webinar series will highlight the benefits of being active in the GBA, what the Consulates can do for them and how the Chambers can support them.

We want to bring attention to the GBA in the Netherlands. To do this, we are also cooperating with NLinBusiness, an organisation in the Netherlands that supports SMEs to do business internationally.

What makes the GBA interesting for Dutch businesses?

Firstly, I believe it is the sheer scale of the area of Guangdong, Macao and Hong Kong, with around seventy million people, and where a lot of economic activity can be found. Guangdong is strong in manufacturing and innovation, the latter especially in Shenzhen. Hong Kong is an international finance and services centre and Macao has the MICE industry.

During your post, the Working Holiday Programme was started. Can you tell how it was set up?

The Programme was mainly initiated by the Hong Kong government to give young people more opportunities to go abroad. Of course, we liked the idea too, giving Dutch young people the opportunity to work and live in Hong Kong for a year, so we actively followed up. I had experienced it in Australia, where it is sizeable, so I knew how fun it could be for people.

Some bureaucratic hurdles slowed down the process, but then it was announced that the Dutch Prime Minister Mark Rutte would visit Hong Kong in April 2018. Both we and Hong Kong pushed the process so we could sign the Programme during Rutte's visit – which worked out. The Working Holiday Programme between Hong Kong and the Netherlands started on January 1, 2019.

What are you most proud of during your time in Hong Kong as Consul-General?

The highlight of my time here was the visit of Dutch PM Mark Rutte. It was the first time a Dutch PM visited Hong Kong. He met with government

officials, he opened our new office, we set up meetings with Dutch and Hong Kong businesses, and he did a seminar with Hong Kong's Financial Secretary, Paul Chan, on green finance. All of these had significant positive effects on Dutch business in Hong Kong and on our long-term bilateral relationship.

I am also proud of setting up the Working Holiday Programme. And of course, I am grateful for the team I got to work with in Hong Kong. They are extremely experienced and knowledgeable, with vast networks in their respective sectors, here and in the Netherlands. It has been an absolute pleasure to work with them.

What message would you like to give to all Dutch business in HK?

I think the Dutch businesspeople are, as I mentioned, very self-reliant, but they are also very creative and truly entrepreneurial. During recent hardships, they have found other and new opportunities or moved to something else.

The Netherlands, Dutch people, and Dutch businesses are very well-regarded in Hong Kong. They are pragmatic, on time, on budget, fast, flexible, and deliver quality. I think we should tend to these qualities.

What's next for you after leaving HK?

I will return to The Hague, to the Ministry of Foreign Affairs. Moving back to the Netherlands after fifteen years abroad will need some getting used to, but my partner and I are also looking forward to it. The Netherlands is a beautiful country. Most of all, I am looking forward to being able to cycle to my office! ■

A brief look into GBA Circular 2020-95

In May, the People's Bank of China and three regulators (the CBIRC, CSRC and SAFE) issued GBA Circular 2020-95, regarding the Greater Bay Area of Hong Kong, Macau and nine Mainland cities within the Guangdong province.

In PwC's view, the significance of this Circular is that it reaffirms and builds upon the provisions of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) Outline Development Plan, which was issued in February 2019¹.

The Circular consists of four General Principles and 26 Articles, which are more closely focussed on specific areas of financial services. Collectively, they aim to drive economic development, facilitate trade and investment, and promote the internationalisation of the RMB. At the same time, they foster ever-greater integration between Guangdong, Hong Kong and Macau.

It would take up too much space to discuss the implications of all the Articles in Circular No.95, but I would like to highlight the following briefly:

Article 9 reaffirms the Government's commitment to Wealth Management Connect. Building on the success of the Bond and Stock Connect schemes, this is a major opportunity for fund managers to develop and market products across the GBA and beyond. Banks are expected to play a key role in their distribution.

Article 10 discusses introducing a pilot programme on multi-currency cross-border cash pools to help MNCs manage their RMB-foreign currency movements among GBA cities. This would be useful for insurers, for example, wishing to collect premiums from residents of Mainland GBA cities so as to transfer them back to Hong Kong or Macau.

Article 14 of the Circular outlines support for non-bank financial institutions (including insurers) to use RMB as their payout currency. This would help insurers to underwrite RMB-denominated products. Internationalisation of the RMB is also discussed in Article 23.

To facilitate cross-border private equity (PE) and venture capital (VC) investments, Article 15 provides for Hong Kong and Macau institutional investors to invest in Mainland China PE and VC funds through the Qualified Foreign Limited Partner (QFLP) programme, and for Mainland investors to invest in

overseas PE and VC funds through the Qualified Domestic Limited Partner (QDLP) and Qualified Domestic Investment Enterprise (QDIE) programmes. These two programmes can serve as a 'feeder' for investing directly into Hong Kong-domiciled funds.

Article 22 of the Circular promotes cross-border mutual recognition of credit rating products and services. While data privacy and regulations on sharing data cross-border remain as hurdles, there is no doubt that greater confidence around credit decisions will be an enormous boost to economic integration in the GBA.

Many other areas of financial services will be potentially impacted by this Circular, including Green Finance (Article 24), FinTech (Articles 26 and 27) and Risk Management (Articles 28 and 29).

Circular No.95 is a welcome update and addition to the Outline Development Plan. It helps give greater definition to the evolving vision of the GBA. The articles within the Circular touch upon virtually every aspect of the financial services industry and indicate a wide range of opportunities. All of these build upon the four General Principles which open the Circular and can be briefly summarised as follows:

- Serving the real economy to foster development;
- Mutually beneficial financial integration within the GBA;
- Being market-led to optimise the allocation of capital;
- Promoting innovation while managing systemic risk.

Circular No.95 anticipates a GBA that is more integrated and seamless than it has been to date. Many of the issues it raises are also explored in PwC's new paper: Financial Services in the GBA: Developing a GBA mind-set.² ■



■ By Florence Yip - Asia Pacific Tax Leader Financial Services, Asset & Wealth Management at PwC Hong Kong
www.pwchk.com

¹ <https://www.bayarea.gov.hk/en/outline/plan.html>

² <https://www.pwccn.com/en/industries/financial-services/publications/developing-a-gba-mind-set.html>

Snapshots: experiencing the GBA

In 2017 the plan to develop the Greater Bay Area (GBA) was announced, with the objective of enhancing the level of market integration, promoting infrastructure connectivity, cultivating new strengths in international cooperation and further developing the cluster into a global technology, finance, and innovation hub.

The GBA development is set to sustain growth and create abundant opportunities for companies that are looking to do business with or in the region.

We give a snapshot of members that are involved with working (and living!) in the GBA. They answered these questions:

1. What is your role, and what does your company do?
2. Since 2017, the GBA is developing. Have you noticed a difference from 'before' the GBA was in place?
3. Can you give examples of how the GBA affects your company in a positive sense and/or otherwise?

Jack O'Dwyer, Manager, 1421 Consulting Group South China Office

www.1421.consulting



1. I manage the Group's South China office, located in Nanshan, Shenzhen. 1421 Consulting Group is a consulting firm that assists foreign companies operating in China through our three main pillars.

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2. While I have been living in Mainland China on and off since 2011, I came to the Pearl River Delta – now mainly called the GBA – for the first time in March 2019. The changes I saw were therefore rather small. I also spend the majority of my time on the Mainland, mostly in Shenzhen and Guangzhou. Unfortunately, I seldom went to Hong Kong and go even less now due to COVID-19. Most of my work and projects are located within the Mainland anyway, although Hong Kong is certainly special and distinct from the rest of the GBA in a soul-stirring way.

3. I chose to come to the GBA because this is where the greatest opportunities in China, and perhaps even the world-over, are. Here is the world's factory capital, China's startup capital and their venture capital... capital, all located within the confines of the megalopolis. I wanted to be a part of this and to utilize the linguistic, managerial, strategic and administrative skills I have been building here in China for nearly a decade now. The GBA was the natural choice because it has a business-focused culture, the enormous talent pool, and the density, for foreign companies to thrive in, and for me to facilitate their success.

Anoeshka Krijnen, Toy Designer, Hasbro

www.hasbro.com



1. Hasbro, a multinational toy company, set up their Hong Kong office in 1977. I joined the company in 2017, the same year when the Greater Bay Area (GBA) was initiated. Currently, I am working under the Play-Doh and Mr. Potato Head brands.

2. Before joining Hasbro, I completed a Master in Design at PolyU. Most of the projects I did were affiliated with the Pearl River Delta (PRD) which later evolved into the GBA. PRD, initially being a 2008-2020 plan, was designed to boost the region to become a "centre of advanced manufacturing and modern service industries". One of the field trips during my studies was to Zhongshan, where they presented new and ongoing plans. Mock-ups of prosperous innovative hubs would be built from the ground up and the Hong Kong-Zhuhai-Macao Bridge was still under construction. I feel that this set the tone for the GBA Plan.

3. Currently, as part of the Hasbro development team, I work closely with colleagues and model shops in Shenzhen. And over

the past years, I experienced the impact of the GBA as travelling distance has gotten shorter. The Greater Bay Area seems to adopt a strategy where it is 'infrastructure first'. Better infrastructure has reduced employee's travelling time in half, leaving more time to do business and be efficient. For example, a one-way trip to a factory in Dongguan used to be over four hours but now takes less than two hours by using the HK Express Rail Link (XRL).

Hasbro's operations in the region have, since 2017, been more affected by the tensions between the United States and China. With the onset of the US-China trade war, Hasbro began to decrease in China by shifting its production to other countries. Hasbro announced it will reduce sourcing from China from 69% to less than 50% by 2020 and has explored new manufacturing operations in India and Vietnam (Source: CNBC). With this in mind, there will be a measurable impact on manufacturing across industries that the GBA plan was not designed to overcome. In fact, the GBA is more geared towards establishing the region as an international innovation and technology hub. With investments to further develop their industrial tools, robotics, complex products and not to forget - highly developed transportation methods. ■



Nourishing the lives of Hong Kong people



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Business opportunities in the GBA

Opportunities like the Greater Bay Area (GBA) do not come around often. The plans are still under development, but the potential is there. The GBA's expanding scope might benefit businesses over the next ten years and beyond. The China Committee of the Dutch Chamber is organising an event about opportunities to do business in the GBA, with several interesting speakers at this event. Two of the speakers, Michael Chow and Jack Lau, share some thoughts here in DutchCham Magazine.

MICHAEL CHOW Ching Ning

What potential does the GBA offer to Hong Kong tech start-ups?

There are three main areas that the GBA would be able to offer to Hong Kong tech start-ups. First, an abundant supply of high-quality tech labour force in the GBA region. The GBA is home to 43 unicorns, which are privately held start-ups valued at over US\$1 billion. The GBA unicorns are valued at a combined valuation of more than US\$500 billion. And about half of these unicorns are located in Shenzhen alone, with companies such as DJI, WeBank, Meizu, and UBTECH. These high-tech giants, together with 10,000 other high-tech enterprises, train and churn out a large pool of talented programmers or R&D workers every year, not to mention the fact that close to 600,000 college students graduate every year too, from over 120 universities in the region. Secondly, the GBA offers good manufacture or production support to those Hong Kong tech start-ups that deal with hardware innovation. Many contract manufacturing facilities in Shenzhen and Dongguan would be able to turn a product idea or design into a real prototype in just a few days, or even hours. Thirdly, the GBA is a huge consumption market in itself, with a population of over 70 million. Its economy accounts for 12% of China's GDP today and is projected to more than double by 2030 to reach US\$3.6 trillion.

How can companies get the most out of the GBA?

Each of the cities in the GBA region plays a different role. For example, Hong Kong is the world's third-largest financial centre, and it has a very efficient and comprehensible system of law and taxation. Hence, it is naturally the place for companies to obtain financing for its capital requirement through the Hong Kong Stock Exchange or other private equity and debt channels. In addition, Hong Kong is also a bridge between China and the rest of the world. Hence, most mainland companies would benefit from having a 'storefront' in Hong Kong, especially in light of the current escalating Sino-US trade tensions.

Shenzhen has a lot of innovative ideas and top-notch execution capabilities (R&D, production, distribution, etc.) by world standard. Hence, it is the ideal place to start a company and grow from there. Zhuhai, in particular its Hengqin Special Economic Zone, is trying

to catch up quickly too with Shenzhen, offering more government subsidies and incentives to attract entrepreneurs to go there. Hence, I would suppose the best arrangement for an entrepreneur would be to set up a holding company in Hong Kong, with operating subsidiaries in one or two of the GBA cities, to capture both government support as well as what these interconnected GBA cities have to offer.

Start-ups should think globally from the start. Can the GBA support this, and if so, how?

Start-ups in the GBA area should all have a bigger dream and aim higher, as they are geared up to compete with their counterparts in the Silicon Valley Bay area. Hong Kong and Macau along with the other leading cities in the GBA area have always demonstrated the 'DNA of an outward-facing economy', being export-driven and

Michael Chow Ching Ning



Mr Chow has over 20 years of investment experience and is currently a Managing Partner with Radiant Tech Ventures Ltd, a Hong Kong-based venture fund manager that invests in innovative technology sectors, such as fintech, e/m-commerce, smart cities, etc across various geographical markets.

Mr Chow was previously MD & Co-Head of China and a member of the investment committee for JAFCO Asia, responsible for all investment activities that spans across Asia (ex-Japan). He has sat on the board of directors of several listed companies.

Prior to joining JAFCO Asia, Mr Chow was an Assistant Principal with Capital Z Asia Ltd and an Investment Manager with Peregrine Direct Investment Ltd. He was first trained as an auditor at PriceWaterhouseCoopers.

Mr. Chow is a CFA Charterholder and a CPA (Fellow member) of the Hong Kong Institute of Certified Public Accountants (HKICPA). He actively participates in the community by volunteering his service at various industry associations such as the HKVCA and CFA Society Hong Kong. He is also an independent director (INED) on the board of China LNG Group.

Key Greater Bay Area Statistics

Population¹

71 million

Area¹

56,000 km²

GDP²

Combined GDP in 2018:

US\$1.6 trillion

Expected GDP in 2030:

US\$4.6 trillion



Source:

1: Data from the HKSAR Government as of April 2019

2: Research on "The Development and Planning of GD-HK-Macao Greater Bay Area City Cluster", by China Center for International Economic Exchanges

well connected with the rest of the world. Leading Global 500 companies, in particular those from the US and Japan, have set up factories or trading arms in the GBA region in the past four decades already.

With ample resources in the GBA region, be it well-trained labour, high-end design and marketing expertise, efficient supply chain network, a global capital market, the rule of law and IP protection, and most importantly the strong central government support to

open up further and allow more efficient flow of goods, people, information and capital, I believe we will see more and more unicorns arising from the GBA region.

JACK LAU

Can the GBA become the new Silicon Valley?

Each technology-driven centre is different and yet have some similarities. The GBA is different because it has a bigger size in the population and it has some significant manufacturing in the region. On the other hand, Silicon Valley has gradually shifted from "silicon" to "cloud" software – to oversimplify the case. In many ways, the GBA maybe even more interesting because of the hunger of technology caused by local manufacturing and the population mass. On the other hand, innovation is often based on a long cultural history.

The thing that the GBA must do is to enable the tapping in of local research institutions. Silicon Valley benefits from research powerhouses such as UC Berkeley and Stanford, for sure. And, both are already world-class and all-rounded institutions. The GBA would likely need to find its own way to keep the innovation talents coming.

For instance, the GBA is now working with multiple universities in Hong Kong and elsewhere to establish additional campuses within the GBA. That is an innovative way to establish a talent pool in the local region rapidly. Hong Kong alone graduates thousands of master and doctoral science and engineering students every year. As most of them are mainland Chinese, they could be a huge talent pool for the GBA. The GBA, in general, is also rolling out several financial incentive schemes to attract companies.

It is likely that GBA will excel in technologies that can benefit from the proximity to manufacturing and a huge local regional population-market.



Jack Lau, Ph.D.

- Former Chairman, Founder and CEO, Perception Digital (listed on the Hong Kong Stock Exchange)
- Council Member, HKUST
- Adjunct Professor, Electronics and Computer Engineering, HKUST

Jack first obtained his BS and MS degrees in Electrical Engineering

and Computer Sciences from the University of California, Berkeley, under the Honors Degree Program. He had subsequently worked at Hewlett Packard, and Schlumberger, and a startup in the Silicon Valley.

He completed his doctorate study in Electronic Engineering at the Hong Kong University of Science and Technology in 1994 and became the university's first PhD graduate. He then continued his post-doctoral research at Stanford University. In 1998, after returning to the Faculty of Electronic Engineering of HKUST, he received his tenure there.

He is appointed as a member of a number of technology funding boards by the Hong Kong SAR Government. And, he is currently the Chairman of the Outreach sub-committee of the Council at HKUST.

What should companies be aware of when they work in the GBA?

The working habits and expectations are quite different in the GBA than, say, California. It is not unusual to see colleagues calling one another on a Sunday, for instance. There is also an expectation of a stronger leadership – mostly because in the more manufacturing-oriented industries in the past, such is expected.

Yet, there are a lot of pleasant surprises. Colleagues often take their work very seriously and even personally. In my own experiences, more than once, great business opportunities were brought to my attention due to personal interaction with colleagues, regardless of their rank or posts.

Companies have also to decide whether they are gearing towards the domestic China market or overseas market. The infrastructure and talent required can be quite different. I think that for domestic markets, the sales and marketing expectations and process are usually most difficult for foreign enterprises. And for those who want to leverage on the well-oiled manufacturing prowess of China and that of the GBA but for sales in the West, the talents and know-how are ample.

How should entrepreneurs deal with cultural or system clashes?

'Clash' is such a drastic word. And, it seems to carry such a negative connotation. When there are differences, there are

also opportunities. Every difference brings in an opportunity to collaborate, to change, and hopefully to profit. Entrepreneurs need to shed off their baggage or prior perception of how their world should work. Instead of focusing on the differences, focus on the needs and how to use what each party brings to fulfil the needs.

In my experience, once you have a trusted local team, you will be pleasantly surprised by how much they feel that the company's success is also their success. Given that you have gained their trust, they are much more open and even vocal about how they think the company should operate to succeed. Do give them a chance and do listen to them.

There will, of course, be some surprises, especially in the beginning, from registering a company to opening a bank account. And, the best way is to find a trusted local partner to help.

Having said that, I think that is something a local entrepreneur must learn and manage – finance and tax (in both taxation and tax incentives). Although there are professionals who can assist you, at the end of the day, you will be the final person who is responsible. And, in those areas, it is best to have your own judgement. Unlike bigger firms which have years of experiences and professional advises, entrepreneurs going into the China/GBA may be dealing with a myriad of new regulations and incentives. Having an understanding of the system will go a long way. ■

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Hong Kong: Arbitration hub in the Greater Bay Area

Arbitration has become the leading process for resolving international business disputes in Hong Kong as the region sees an increasing number of matters involving the Guangdong-Hong Kong-Macau Greater Bay Area.

Hong Kong is widely recognised by the international business community as an efficient and reliable jurisdiction for arbitration. Parties who opt for arbitration in Hong Kong in respect of disputes arising in the Greater Bay Area benefit from two reciprocal arrangements between mainland China and Hong Kong: the 1999 arrangement on mutual enforcement of arbitral awards ("1999 Arrangement") and the 2019 arrangement on court-ordered interim measures in aid of arbitral proceedings ("2019 Arrangement").

Hong Kong's Arbitration Ordinance ensures the enforcement of mainland arbitral awards in Hong Kong; in turn, pursuant to the 1999 Arrangement and the *Notice of Relevant Issues on the Enforcement of Hong Kong Arbitral Awards in the Mainland* issued by the Supreme People's Court in 2009, both institutional and ad hoc arbitral awards obtained in Hong Kong can be enforced in the mainland.

The 2019 Arrangement allows the mainland Chinese courts to issue orders to preserve assets, evidence and conduct in support of eligible arbitral proceedings seated in Hong Kong. Hong Kong is the only jurisdiction outside of mainland China that can benefit from interim measures of protection by the mainland Chinese courts. We have found that the Courts in Hong Kong will not simply rubber-stamp enforcement applications, but will scrutinise carefully any grounds for non-enforcement of arbitral awards, which adds to the reputation of Hong Kong as a reliable and predictable business hub.

The launch of the *Pilot Scheme on Facilitation for Persons Participating in Arbitral Proceedings in Hong Kong* ("Scheme") by the Hong Kong government on 29 June 2020 is another welcome step to strengthen the city's position as a dispute resolution hub. With the introduction of relaxed immigration rules, the Scheme is expected to enhance the competitiveness of Hong Kong as the seat of arbitration for international disputes but also for the Greater Bay Area as the area transforms into a prominent business and technology hub.

The Scheme is in line with the Belt and Road Initiative ("BRI") and Hong Kong is well-positioned to be the designated arbitration venue for BRI related disputes due to its geographical location, its sound and independent legal system and the highly developed arbitration infrastructure sustained by the Hong Kong International Arbitration Centre ("HKIAC").

The HKIAC has proven to be a popular forum for parties from China and BRI countries for their finance, construction and maritime-related disputes. Hong Kong and the HKIAC appeal to mainland Chinese individuals and companies for the geographical proximity and cultural similarities, and they appeal to non-Chinese parties who seek independent, neutral and quality commercial arbitration.

According to the statistics provided by HKIAC, between January 2016 and June 2020, HKIAC registered a total of 980 arbitrations involving parties from a total of 42 BRI jurisdictions. HKIAC has handled several disputes with strong BRI connections, for example, disputes concerning the laying of subsea cables in the Middle East by a Chinese state-owned enterprise and the transfer of shares from a Chinese contractor in a joint venture for an infrastructure project in South East Asia.

Joe Liu, Deputy Secretary-General of HKIAC says: "*Hong Kong is the most commonly chosen seat for HKIAC arbitrations involving parties from BRI jurisdictions and the Greater Bay Area. I anticipate that Hong Kong will continue to be a popular seat for such disputes given its modern arbitration legal framework, independent judiciary, deep pool of relevant expertise and strong support from the mainland Chinese courts which is reflected by the 2019 Arrangement.*"

As Hong Kong positions itself as the most convenient, practical and reliable dispute resolution centre in the Greater Bay Area, opting for Hong Kong arbitration in your commercial contracts or ventures in the Greater Bay Area is certainly something to consider. ■



■ By Pamela Mak, Partner, Litigation and Dispute Resolution incl. Arbitration and Co-Head of China Practice



■ By River Stone, Partner, Corporate and Commercial and Co-Head China Practice Group - Tanner De Witt

www.tannerdewitt.com

Gearing Up for the New Frontier Online in the GBA

Given its geographical proximity to Hong Kong, the Greater Bay Area (GBA) falls under the strong influence of Hong Kong's culture and consumption habits, such as looking for products from secured sources.

To capture the huge consumer business opportunities in the GBA, FrieslandCampina recently announced the global launch of a new ultra-premium organic milk formula Organic FRISO PRESTIGE® BIO, selecting Hong Kong as the first market to launch, together with the Cross-Border E-Commerce platforms in mainland China, signifying the importance of the GBA market.

According to a recent survey conducted by independent market research company Nielsen¹, among the 1,000+ mums interviewed in Hong Kong and mainland China, milk formula (80%) topped the list of baby-related products that they are most concerned about. Before the purchase, they spend an average of three hours researching milk formula. The top three kinds of information that mums want to trace in detail include quality check during production (71%) and food source (63%), production environment (65%) and how the product is made (63%). Mums also want brands to be more transparent about their food sources (97%) and production process (96%), enabling them to make better choices.

In recent years, the demand for organic products has been gaining popularity as consumers increasingly consider the health and environmental consequences of their food choices. Empowered by its unique control from grass to glass, FrieslandCampina is able to ensure the highest quality and safety standards of its products throughout the entire global supply chain, from its own farms in the Netherlands right through to consumer distribution. Each step between milking the cows, guaranteeing quality in factories and delivering products to the supermarkets is managed and controlled by FrieslandCampina. Mr. Berndt Kodden, President FrieslandCampina Specialised Nutrition said "Organic solutions are crucial, but it is never easy to develop organic products and meet the stringent requirements of our unique from grass to glass process. Massive efforts have been contributed to ensure that our dairy farms and production plants are organically certified."

Among more than 11,400 FrieslandCampina member dairy farms, 150 are dedicated to organic dairy farming, where the rich organic milk is collected to produce the Organic FRISO PRESTIGE® BIO.



At FrieslandCampina's organic farms, dairy cows enjoy a minimum living area of 6 sq. m. per head and permanent access to open-air grazing areas, if weather conditions permit. Dairy farmers give their dairy cows 100% organic feeds. Any preventive use of antibiotics, hormones, mineral nitrogen fertilisers or growth enhancers is strictly prohibited.

On top of adhering to the EU and China's organic certification standards, all of FrieslandCampina's organic farms choose to comply with the *Aanvullende Normen*, additional requirements initiated by Dutch organic farmers themselves to guarantee the high standard for ecological dairy farming with an extra focus on animal welfare, use of medicines, outdoor grazing and biodiversity.

In order to give consumers peace of mind, Organic FRISO PRESTIGE® BIO is launched alongside TrackEasy². "To strengthen parents' trust and empower them in making more informed milk formula purchasing decisions, we leverage on FRISO® TrackEasy, an industry-first smart packaging innovation that enables consumers to access and trace the full product journey from own farms in the Netherlands," added Mr. Kodden.



By scanning a QR code specific to each batch of milk formula tins, consumers can trace every step in the process of product journey; from milk collection, through packaging, final quality checks, export permissions and all the way to the date of arrival.

In 2020, the average number of monthly TrackEasy scans nearly doubled as compared to last year. Despite the quick and easy access to information on the system, consumers are spending more time on each page with a 0% bounce rate, showing their



intentions to look for solid evidence to ensure the safety and quality along the from grass to glass production process.

The current pandemic has changed not only the way consumers select the products but also how they shop. According to Nielsen³, over 50% of the interviewees would shop online more frequently than 6 – 9 months before the pandemic and over one third would shop less often at grocery and convenience stores. Such behaviour is expected to continue for 2 – 6 months. To fast track the distribution network in mainland China and especially within the GBA, FrieslandCampina Hong Kong has been gearing up for the new frontier online.

Ms. Helena He, Managing Director of FrieslandCampina (Hong Kong) Limited, said "FrieslandCampina Hong Kong has set up FRISO® T-mall and WeChat flagship e-stores starting from two years ago. With the help of our well-established e-commerce platforms and sophisticated cross-border delivery service, we are now able to sell and deliver our products to mainland consumers directly. This has enabled us to stay connected with our direct consumers, provide timely customer service, and in return help us drive more business."

In the future, the company will continue to create more local contents with extra emphasis on the scientific benefits of the products in maintaining a good immune system and organise more marketing activities to promote the e-stores of FRISO® and TrackEasy. ■

Appropriate intake of growing-up formula can be part of a balanced diet. Breastfeeding provides the best nutrition for healthy growth and development of babies.

1 According to Nielsen's survey on "Understanding concerns of mums of infants and toddlers towards baby products in Mainland China and Hong Kong". A total of 1,063 mums were interviewed in Hong Kong (305 mums) and Mainland China (758 mums). (Copyright©2019, The Nielsen Company)

2 Trace every step of FRISO® products in the process from milk collection in own farms in the Netherlands, through packaging, final quality checks, export permissions and all the way to the date of arrival.

3 According to Nielsen's online survey on "Impact of COVID-19 on Consumer Behavior" conducted in 6-11 March 2020 that interviewed 501 general Hong Kong population. (Copyright©2020, The Nielsen Company)

A Sustainable Greater Bay Area

Greater Bay Area cooperation already exists. It has been recognised that tremendous (recognise the word?) opportunities may exist if the Bay Area would work together towards common interests in several areas. In this column, we concentrate on the Environment.



In the note at the bottom of this page, you can find a link to see several activities undertaken from an Environmental perspective. And that is a good thing. However, reducing waste production, one of the objectives, is not making much progress. The latest numbers show that instead of 40% reducing waste per capita in Hong Kong - the target set in 2013-2022 (1.38 kg -> 0.83 kg) - it has now reached 1.51 kg instead. The forecast by the World Bank report is we're heading towards 2.0 kg. In other words, we need to do a lot more.

And so, cooperation in the Bay Area may be one of the solutions to tackle this immense problem. As we know, just landfilling or burning waste is destroying value, and even worse, destroying resources that we can very well need in the future as the earth is already producing fewer resources than we use - today!

Where we need to become more and more circular these days, we also need to start with the proper waste management processes. From depositing to recycling and all steps in between. But what would be the advantages if we look at this from a broader perspective? Where depositing, collecting waste in their path to re-use, recycling, and so on could possibly bring more environmental, financial, social, health, and more advantages than if each party at the table is doing their own thing?

It is here to promote cooperation for the common good. But how to cooperate between different systems, laws, regulation, operations and motivate all inhabitants (people

and corporations) to comply with a common goal: a healthy environment with sustainable economic operations.

Cooperation starts with the identification that solving a problem together might be the right thing to do. Identification means a common understanding what the problem is, understand that solving it alone will not work or only partially, to identify the common grounds as well as the common differences and create a dialogue on how to mitigate the differences into a working relationship and operation.

Easily said, many times not so easily done. But increasingly we see that problems like COVID-19, for example, are a global problem, that requires a worldwide approach instead of country-specific solutions. We are in this together is a basic principle to create better cooperation. Pollution in general, climate changes, waste production increasing, it leads to a situation - as these things do not stop at country borders - where we should be open to more and more cooperation. With respect for each other, with a firm objective to produce workable solutions, where we can find ways to build a better future. The Greater Bay Area could be instrumental in finding new ways of jointly tackling day-to-day problems. ■



■ By Bernard Scheffens, CEO, WSS Asia Ltd
www.wss-asia.com

1 <https://www.bayarea.gov.hk/en/opportunities/environmental.html>

Greater Bay Area – An oxymoron or just a Castle in the Air?

“The San Francisco Bay Area, popularly referred to as The Bay Area or simply The Bay,”
- Wikipedia

The Greater Bay Area of Southern China is a fine example of how governments create illusions of grandeur. No doubt aided by well-paid consultants to find a name that ‘sticks’, the implication of superiority to its US counterpart was perhaps intended as tongue-in-cheek. A drive through the drab, dreary concrete jungle between Hong Kong and Guangzhou (or Macau and Guangzhou, for that matter) is a useful reality check for anyone tempted to take the name seriously.

The principal commonality to Chinese urban areas is they all look the same. Political campaigns, purges, re-education episodes and cultural revolutions have thoroughly weeded out whatever used to make China an appealing destination. The variety and colour that remains are defined not by pagodas or elegant gardens, but by the type of concrete, steel and mirror glass used and by the ubiquitous LED lights screaming at you from every direction at night. I am not a fan.

The Greater Bay Area is advertised as Asia’s next financial nerve centre and the way this is supposed to materialise is quite typical of a planned economy. Government tells major players they need to set up greenfield sites, major players do as they are told and when the capital is locked up in situ, the rest of the economic players will have to follow suit.

This reminds me of an episode in the mid-1990s when I was in the Legal Department of a major multinational stationed in Hong Kong. The company’s new CEO had to make his mark and issued a directive that the China-Hong Kong country headquarters would move to Shanghai.

The CEO was less known for his deep knowledge of China and Asia than for his propensity for firing uncooperative senior executives on the spot, over the telephone if need be. This was the era where toilet breaks during contract negotiations with major local companies meant a climb to a rooftop build-up featuring a hole in the floor and no windows, with outside temperatures dropping below minus 10. That, however, is the type of detail C-Suite executives rarely have to deal with.

Many of the Asia-based senior executives were, let’s say, less than enthusiastic about the prospect of a move to mainland China. But even this CEO knew he could not fire them all. Enter the plan to send the support functions to the vanguard. If support functions are all in Shanghai, line managers would have to follow suit. Support functions are cost centres, so have insufficient control over budgets to stick up their proverbial middle finger to the plan, so Bob’s your uncle.

Except Bob isn’t. There was a tiny flaw in this plan, in that line managers in Hong Kong did not all of a sudden want to move to Shanghai. And even if they did, they would have met with stiff opposition from their families who were enjoying Hong Kong’s exceptionally high living standard.

Now I believe the Greater Bay Area project is likely to suffer from a similar ‘design flaw’, only worse. I, for one, would not live in any of the areas north of the Hong Kong border for any money, and I am pretty sure many long-term Hong Kong residents feel the same. But that’s not all.

A key lesson of capitalism is that capital moves to wherever it is most needed. And capital is pretty stubborn stuff. Governments can direct financial institutions and their money wherever they like, but if the capital needs are elsewhere, it will simply flow out again. Don’t believe me? Ask how those Go West and Belt and Road initiatives are going at the moment...

Comparing the US Bay Area with its lush green hills, gorgeous vistas, great wineries and ditto food options, free-thinking attitude and lack of government meddling to its Chinese pretender is no contest. ‘THE Bay Area’ says it all - and just what was wrong with ‘Pearl River Delta’ again?! ■



■ By Ralph Ybema, Managing Director at China Law & Tax
www.chinaltd.nl

Tax Incentives in the Greater Bay Area and Free Trade Zones/Port in Southern China

Pursuant to a co-operation framework agreement entered into in July 2017, Hong Kong, Macau and nine municipalities in the Guangdong Province of Mainland China including Guangzhou, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen and Zhaoqing have strategically integrated to form the Greater Bay Area (“GBA”), with a view to develop the region as a world-class economic, business and technology hub.

In addition, several free trade zones/port (“FTZs/FTP”) have been set up in Southern China, including Qianhai FTZ (in Shenzhen), Hengqin FTZ (in Zhuhai) and Hainan FTP.

In order to boost the business investments in the GBA and the said FTZs/FTP, the Chinese authorities have introduced some tax incentives, which are discussed below, points (I) and (II).

(I) Individual income tax (“IIT”) incentives

The IIT rates in Mainland China (which range from 3% to

45%) are in general higher than those in Hong Kong (the progressive rates range from 2% to 17% and the standard rate is 15%). With a view to attract more talents to work in the GBA and Hainan FTP, the Chinese government has introduced the following IIT incentives, see table below.

	GBA	Hainan FTP
Tax incentives	Qualified individuals working in the abovesaid nine cities of the Guangdong Province are entitled to subsidies offered by the Chinese government, equal to actual IIT paid in Mainland China – taxable income x 15%	The effective tax rate of qualified individuals in the Hainan FTP is capped at 15%
Eligible individuals	Including the following: (i) being a Hong Kong permanent resident/a Hong Kong resident under the Hong Kong Immigration Admission Schemes for Talent, Professionals and Entrepreneurs/a foreigner; and (ii) qualifying as ‘high-end talent’ or ‘talent in short supply’.	Qualifying as ‘high-end talent’ or ‘talent in short supply’
Eligible income	Including the following: (i) Salaries and wages; (ii) income from provision of independent/personal services; (iii) author’s remuneration; (iv) royalty income; and (v) income from business.	
Eligible period	Until 31 December 2023	Until 31 December 2024

(II) Corporate income tax ("CIT") incentives

(a) Reduction of tax rate (applicable to Qianhai FTZ, Hengqin FTZ and Hainan FTP)

Companies in Mainland China are in general subject to the Mainland Chinese CIT at the rate of 25%. However, the tax rate can potentially be reduced to 15% if companies registered and operated in Qianhai FTZ, Hengqin FTZ and Hainan FTP are engaged in certain encouraged industries, provided that certain other conditions can also be met.

(b) Exemption of tax (applicable to Hainan FTP)

For enterprise established in Hainan FTP engaging in tourism, modern services and new high-technology industries, its income derived from new foreign direct investment is exempt from payment of the Mainland Chinese CIT, provided that the following conditions are met:

- (i) The income is derived from a newly established branch in a foreign jurisdiction, or it regards dividends repatriated from its foreign investee/subsidiary in which the enterprise has a shareholding of least 20%; and

- (ii) The CIT rate of the foreign jurisdiction in which the foreign investment is made is not less than 5%.

(c) Accelerated depreciation/amortisation (applicable to Hainan FTP)

The purchase costs of fixed assets (excluding building and real property) and intangible assets of up to RMB 5 million may be fully written off in the year of purchase while those amount exceeding RMB 5 million may be depreciated/amortised at an accelerated rate.

Conclusion

It may be tax beneficial for particular corporates and individuals to have its business registered and operated in the GBA/FTZs/FTP. Having said that, one is suggested to conduct research on whether all the conditions for entitlement to the tax incentives can be met. ■



■ By Willem Jan Hoogland

David Lo ■

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GREAT FORTUNE
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Leaping Tiger

One of the quintessentially Asian products is now becoming more and more available in Europe and the United States. Used for everything from mosquito bites to sore throats to headaches to the common cold, the history of Tiger Balm has a connection to several countries in Asia, including Hong Kong.

The Chinese diaspora has helped spread Tiger Balm across the globe, as literally every Chinese family, whether in Singapore, Indonesia, Malaysia, Taiwan, Vietnam or Hong Kong used Tiger Balm.

The story starts in Fujian province with the birth of Aw Chu Kin, around 1850, who came from a family with a long tradition of practising traditional Chinese medicine.

When he was a young man, Aw Chu Kin decided to seek his fortune overseas and set off to join his uncle who was living in Rangoon (today called Yangon, the largest city in Myanmar). He travelled there through Singapore and Penang, where he stayed for a bit after discovering that he could earn more money in one day selling herbal remedies to dock workers than he made in a month back home in Fujian.

When he finally joined his uncle in Rangoon, he settled down and with his uncle's help he founded his apothecary named Eng Aun Tong 'The Hall of Eternal Peace' in 1870.

Aw Chu Kin soon got married in Rangoon, and he had three sons, the eldest of whom, Boon Leng (Gentle/Refined Dragon) died young. The two surviving sons were named Boon Haw (Gentle/Refined Tiger) and Boon Par (Gentle/Refined Leopard). In 1892, Aw sent Boon Haw to his grandfather's village in Fujian to be instructed in traditional Chinese medicine methods while Boon Par stayed in Rangoon to receive a British education. Aw

Chu Kin passed away in 1908, leaving his business to his two sons.

The Tiger and the Leopard went through their father's extensive notes and medicinal recipes and adapted them to produce a pain-relieving balm to treat any manner of ills. When it launched in 1924, Boon Haw named it after himself: Tiger Balm. (History does not tell what his brother, 'Gentle Leopard' Boon Par thought of this!) The product spread quickly through the world's Chinese communities.

While Boon Par focused on managing the business, Boon Haw aimed to gain influence. He donated money to charities and schools across Asia and founded a string of newspapers in Singapore, Malaya and Hong Kong. In Hong Kong, the newspapers were Sing Tao Daily (still in existence today) and the Hong Kong Tiger Standard – which is today known simply as The Standard, one of the two English language newspapers in Hong Kong. This extensive regional collection of papers served to advertise and through positive articles, promote the benefits of Tiger Balm!

In addition to promoting the product through their newspapers, three Tiger Balm mansions with extensive parks filled with all sorts of attractions were built in Singapore, Fujian and Hong Kong. The parks were meant to attract thousands, and give the people a chance to reflect on Chinese values and learn about Tiger Balm.



1 [https://en.wikipedia.org/wiki/Tiger_Balm_Garden_\(Hong_Kong\)](https://en.wikipedia.org/wiki/Tiger_Balm_Garden_(Hong_Kong))





This iconic Tiger Balm Garden, a fantastically surreal public park, was like Alice in Wonderland crossed with a hefty dose of Buddhism. It was kitschy yet appealing at the same time.

In Hong Kong, the park that Boon Haw built was completed in 1936. It had cost HKD 16 million, an astronomic amount of money at that time. Situated in Tai Hang, the park was full of statues depicting characters from traditional folklore and religious, moral lessons. The estate, which included a magnificent mansion, became one of the most popular sites to visit in old Hong Kong, as the park was open to the public. This iconic Tiger Balm Garden, a fantastically surreal public park, was like Alice in Wonderland crossed with a hefty dose of Buddhism. It was kitschy yet appealing at the same time. "The Tiger Balm Gardens were like Disneyland in the 1930s without Mickey Mouse," according to the Hong Kong architect Roger Wu. He was being polite: I still remember my bewilderment when first visiting it in 2002.

In 1985, the garden was converted into the 'Haw Par Villa' amusement park. Many of the sculptures were replaced by rides at that time and were later replaced again by the old statues.¹

Unfortunately, the park is no more. Boon Haw had an adopted daughter, Sally Aw, (nicknamed 'Tiger Balm Lady') who lost much of her vast inheritance due to a combination of the Asian Financial Crisis and a corruption case in which she was named a co-conspirator in 1998. As a result, Sally Aw sold the entire Garden complex to the land development company Cheung Kong (Li Ka Shing). Cheung Kong subsequently made a deal with the Hong

Kong government whereby the government took over the Haw Par Mansion, and Cheung Kong was able to redevelop the park. The result is that the park was destroyed, and the luxury residential complex 'The Legend' built on its grounds.

Haw Par Mansion (15A Tai Hang Road) is open to the public, but visitors can only access the mansion's entrance hall and a balcony on the first floor, with booking required for free tours of the whole building on Tuesdays, Thursdays and at weekends.

So whether you are reading The Standard or visiting friends who live in The Legend, do be reminded that all is connected to a small hexagonal jar containing a powerful combination of capsicum, mint oil, cassia oil, clove oil, cajuput oil, wintergreen oil and eucalyptus oil, which is conquering the world. Even Lady Gaga swears by it! ■



■ By Daniël de Blocq van Scheltinga,
Managing Director at Polarwide Ltd
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Chinese Scapegoats

Early February this year, a 'funny bloke' in the Netherlands came up with the carnival song: "Voorkomen is beter dan Chinezen" (a twist on a popular saying, which translates as 'prevention is better than Chinese'). The song was played on the Dutch radio and after hearing that, I started preparing my visual manifesto.



Jente, 14 years old

I wanted to make a statement, a response to intolerance and negative expressions. Since I'm a photographer, I immediately knew I had to cast this into a visual form. I could have tackled this subject in a documentary way. My aim was not to record what is happening now; that has already been done. Instead, I wanted the beauty of art to respond to discriminatory expressions that I heard around me. I wanted to show that we are them and they are us. I wanted a new standard and to change the way people see you and me.

"Look what a sweetie!", everyone yelled about teenager Jente when she was very young. But now that the coronavirus inspires fear in the Netherlands, fourteen-year-old Jente is scolded a few times a week for Slit Eye or 'Corona Chinese'.

I chose the style and look of the old Dutch masters combined with a Chinese face to create a little confusion and eventually awareness. But above all, I wanted to portray Dutch people with Asian roots as beautiful, self-confident people and most importantly: as fellow nationals! The manifesto is specifically not defensive, but supportive and is reaching out to everyone.

I understand the justified question of whether, by using traditional Dutch clothing, I outline what the typical Dutchman should be or wear. My answer to that is a big NO! I want to show that the 'typical Dutchman' does not exist. By using those so-called 'typical clothes' and letting a Chinese face shine in them, I show: these people are Dutch, in this case, Dutch people with a Chinese background.

Hopefully, art and beauty are a mild answer to the negativity poured out on these people. A virus also makes no distinction in origin, as we have seen in recent months.

My series is an appeal for a softened debate rather than mud throwing. By going deeper into the racist expressions, you do not set a new standard. My message is: let's understand and see each other as we are. And let art do what it does best: enjoy and share.

So I am not going to shout back, I give beautiful images to the world and I hope they find their way to as many people as possible. I feel I have achieved that goal – especially in the Netherlands. The series was published in two Dutch newspapers (het Parool and de Telegraaf). Next to that, an online platform shared the series (Brandpunt+) and even Dutch State Secretary Mona Keijzer shared the photos via Twitter and Instagram. I received a lot of positive responses, especially from the Dutch community with Chinese roots. Currently, I am working on a new series that continues on the theme of acceptance, tolerance and again will only share grace, refinement and positivity. ■



ABOUT SASKIA WESSELING

Saskia has lived in many different places, and so, her open mind is reflected in her work as an outsider. She brings her stories to the surface through the photographic lens, using the language of photography to share her insights. In many cases, Wesseling's series can be seen as a visual manifesto or a photographic column.



Saskia's father taught her the basic principles of photography through a strict but very effective method. Wesseling: 'With every (analogue) photo, my father asked me to write down the variables, shutter speed, aperture and ISO value. I had to be able to explain why each photo was or was not technically correct.

Saskia puts a lens of curiosity on her work, sharing common but unexposed small stories to open a broader perspective. Her photography enriches the world with contrasting colours and uncommon and different views of society.

www.saskiawesseling.com

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9 July 2020
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Passing the Pen

Name: Dorine Tromp

Organisation: The Garage Society

Email: dorine.tromp@thegaragesociety.com



Dorine Tromp

1. Who am I:

Hi there! I am Dorine Tromp and I am still fresh off the boat new in Hong Kong! I'm in my twenties and keen to take on challenges, to explore and to stretch myself.

2. My professional background is:

I grew up around Leiden and studied and worked in The Hague. My professional experience is working for co-working businesses. I enjoy working in the co-working industry as it is dynamic, ad hoc and there is interaction with guests and members of many other industries.

3. I moved to Hong Kong because:

About seven years ago, I did an internship in Hong Kong and since I have always wanted to come back to Hong Kong. In October 2019 the opportunity was there and I made the move – it has been a blast ever since. I feel Hong Kong has much to offer, it has great opportunities to further develop yourself in your career and it is a beautiful city. You've got the city that never stops, yet it is surrounded by beautiful nature which I feel is a great combination.

4. I work for:

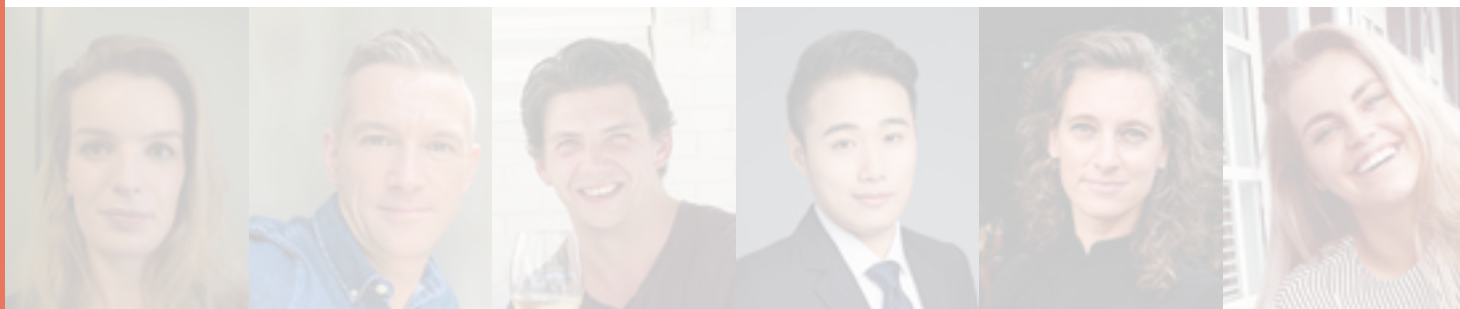
I am working as a Community Manager at The Garage Society. The Garage Society offers flexible workspace solutions and business support to the new generation of workforces across Asia. It is a fun, hardworking and young company where I am able to further develop myself in the field of operations, HR and finance.

5. 25 years ago I was:

25 Years ago I was about to set my first baby steps...

6. One day I will be:

I am excited for what there is to come and I am looking forward to every day's new challenges and to develop myself. This will bring me closer to being a more successful, insightful and experienced person every day. ■



Julietta van der Ploeg Product Owner at Fleet Management Limited

Hello everyone! My name is Julietta & I arrived together with my husband Jasper in March in Hong Kong. A pretty hectic timing due to COVID-19 but I am very happy to be here!

Back in the Netherlands, I worked at KLM as a Product Owner in their Social Media department. I really enjoyed this role, since it bridges the gap between business and IT & fulfills my passion to connect people & improve their way of working. Very glad that I found a similar position here in Hong Kong at Fleet Management Limited. I recently started there as a Product Owner and I will be working on bringing their internal portal to the next level.

When I arrived in Hong Kong, I started with Cantonese classes and I am helping ImpactHK to implement a CRM system (Salesforce). ImpactHK is a non-profit foundation that helps the homeless in Hong Kong by providing them meals, shelter and gives them opportunities to become independent again.

Looking forward to meeting you on any of the Dutch Chamber events!
+98636352, juliettavanderploeg@gmail.com, julietta.wesel@fleetship.com



Madelon van de Ven Founder at PLNTY

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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



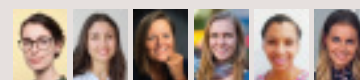
MEMBERSHIP & ANNUAL FEES

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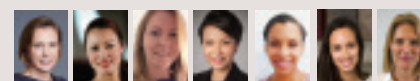
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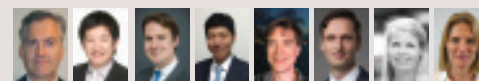
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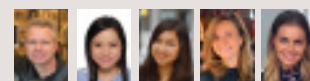
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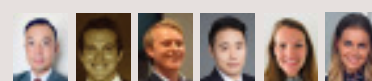
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