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MAGAZINE



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

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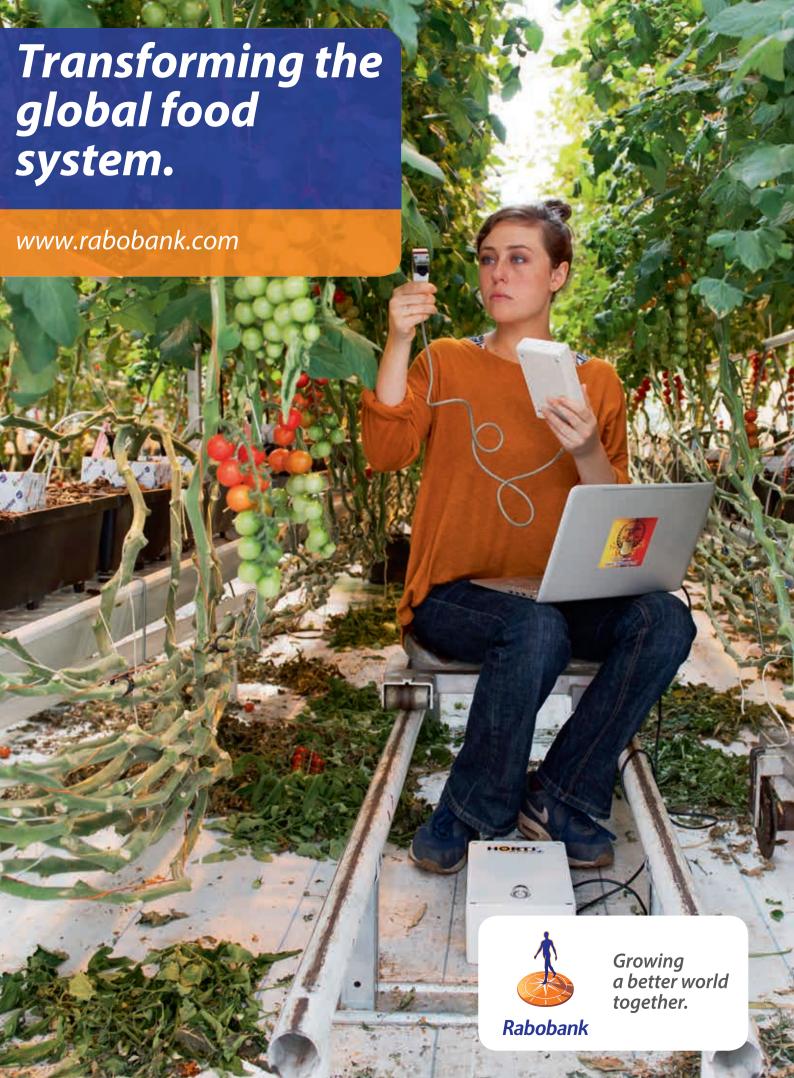
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30TH Anniversary



I am delighted to open this special anniversary edition dedicated to our Chamber's 30th anniversary. The Dutch Business Association, as the Chamber was called in 1991, featured prominently in the media at the time of its incorporation. Speaking at the opening ceremony of the "Holland in Hong Kong Promotion" event on Friday 15 November 1991, Chief Secretary Sir David Ford said that "Holland is now one of Hong Kong's largest trading partners". He noted that "many Dutch companies have set up branches, subsidiary operations and industrial establishments here, and as a result, Holland had become the fifth-largest source of overseas investments in Hong Kong." "The inauguration of the Dutch Business Association last month is further evidence of the significance which the Dutch business community attaches to Hong Kong" he said. On the size of the Dutch community in Hong Kong, Sir David said it was "relatively small, about 1,700 people working and residing here". However, Sir David stressed that he was "very impressed by their active involvement in the life of the community and the voluntary service which was being done by Dutch people here".

These kind words still very much ring true, in my modest opinion. The Dutch community in Hong Kong is still relatively small (perhaps two times the size of Sir David's 1991 assessment?), but it is active and thriving. Our Chamber is not a small part of this. We "punch above our weight" and have managed to stay relevant and add value for our members in these times of unprecedented access to alternatives sources of information and resources. This is mainly due to the active involvement and contributions of our members and other supporters. Our 30th Anniversary Business Awards Gala Dinner on 11 November 2021 is a great example of the Dutch business community coming together to celebrate success, highlight extraordinary achievements, support new ventures and initiatives, raise funds for charity and generally have a good time.

In this special edition we have included two old articles; one from our first magazine ever (see page 36). The second article is from 2006, when the Dutch Business Association was rebranded to the Dutch Chamber of Commerce, explaining the meaning behind the Dutch Chamber's logo (see page 17).

I would like to take this opportunity to thank our committees, our members, my fellow board members, our advisory board and all other sponsors, supporters and volunteers for your contribution. Onto the next 30 years!

Jan Willem Möller



WHEN 4 YEARS BECOMES 20

As an actively involved member of the Dutch Chamber for the past decade, **Daniël de Blocq van Scheltinga**, has worn several hats within the Chamber, one of which being Chairman. You may know him from his 'Passport to Hong Kong' articles and he is also part of the Chamber's Advisory Board.

■ By Zuba Adham-Bos

Please tell us a bit about yourself

I'm Dutch, born in Amsterdam in an international background with a Dutch father and Danish mother. Early on, we moved abroad and I lived most of my youth in French-speaking Belgium. I returned to the Netherlands to study Law at Leiden University and then I did my military service in the Dutch Navy. Despite the law degree, I ended up in corporate banking and then investment banking.

When I was working at ABN AMRO, they sent me to Hong Kong in 2001, initially for four years, but 20 years later, I'm still here, now running my own firm.

Since when have you been a member of the Dutch Chamber?

The first few years when I was working at ABN AMRO, I was in such a Dutch environment; I spoke with Dutch colleagues and was on the phone with Amsterdam all the time. I didn't have the need to join a Dutch organisation in Hong Kong. In 2008 I left ABN and started my own advisory business. Then one day in 2011, I bumped into an old Navy colleague from my military service - on the street in Hong Kong. I had no idea that he was living in Hong Kong, nor did he know that I had moved here. He was Chairman of the Dutch Chamber, Robert Scholten. He strongly suggested I join the Chamber and the Board as well, especially when he heard about the work I had been doing in China. In 2012, I became co-head of the China Committee. Through that, I got closely involved with the Chamber's business as I represented the Committee in the Board. To my great surprise, in 2014 the Board asked me to become Chairman. So I was Chairman from 2014 until 2017. And until today, I'm still involved with the Chamber because I'm honoured to be in the Advisory Committee.

Over the past 20 years, what changes have you seen in the Hong Kong business realm?

In the business world, certainly for international chambers, the biggest change has been the type of members and businesses in Hong Kong. It used to be, almost exclusively, subsidiaries of big, European – in our case Dutch – listed companies. And then slowly but surely, that has changed, where you suddenly had a huge wave of different types of people coming in; entrepreneurs, artists, restaurateurs and other types of SMEs.



In many European countries there were relatively high unemployment rates with weak prospects, particularly around the 2008 financial crisis. Young people saw the opportunities in Hong Kong, especially as it moved closer to the rest of China, which was seen as a golden opportunity. Directly moving into mainland China as someone who's never lived outside of Europe, without any network, would be pretty challenging. Hong Kong is a softer landing.

Obviously, there have been challenging times in the past decades; the handover, SARS, political unrest (which I thought was the most difficult time to be in Hong Kong). Every time something happens in Hong Kong, the world always announces the death of Hong Kong – but Hong Kong has bounced back each time. So I remain very optimistic about Hong Kong's future, especially in the Greater Bay Area (GBA), which will be a really interesting opportunity, and certainly not to be underestimated.



Why is Hong Kong good for Dutch business?

There has been a long Dutch presence in Hong Kong; Dutch businesses have been active here ever since the British colonial days. We have a good reputation and we are generally trusted. Funny example: Most local Hong Kong people don't realise that the milk in their milk tea is actually Dutch.

As I alluded to before, Hong Kong is a soft landing for China, but not only for China. Hong Kong remains a gateway to the rest of Asia and the world. There has always been a sort of rivalry with Singapore, but I believe Singapore has that same function with several Southeast Asian countries, especially as it has strong links with Malaysia and India. But if you want to do business with China, Hong Kong is the better place to be.

Do you have any advice for the future of the Dutch Chamber?

The Dutch Chamber is active in the European Chamber as well, which is a Chamber of Chambers. What always pleased me, since I was Chairman, is that we carried a lot of weight and influence there, despite our size. Similarly with the government. Obviously, larger Chambers such as the British, French and American ones get immediate attention – but we are not far away from that level. That is a result of all our Chamber's work over the past 30 years and which we should continue to build on.

A big challenge will be the composition of our membership base. 20-30 years ago, you could almost take your members for granted as you knew big corporates would automatically become members. But nowadays that has changed. Some companies want to present themselves as international or less Dutch, so they don't automatically join the Dutch Chamber anymore. SMEs and start-ups don't always realise how much value a Chamber can bring,

"Dutch businesses have been active here ever since the British colonial days"

so the challenge is to make that clear. Since last year we have been focusing on this within the office team and the dedicated Chamber Ambassadors committee, with already some positive results.

What are your Dutch Chamber highlights?

My time as Chairman was a wonderful period. It was rewarding and an enjoyable experience, working closely with the other board members, the committees, and other Chambers.

We adjusted some of the corporate governance structures, added some more committees, and had a large, successful anniversary gala, which all went very well with the help of a very good team.

What helps us as a Chamber is that we have a very close cooperation with the Dutch Consulate General. It's quite unique that we're also physically so close. It is a strength that we have because we have the Consul General and their team at our disposal for any issues or questions, especially regarding the Netherlands and introducing contacts. It works the other way around as well because, as a Chamber, we have a sort of institutional memory and contacts that a new Consul General may not yet have. So it's a win-win situation, as we are both fighting for the same cause: helping Dutch or Dutch-related businesses thrive in Hong Kong.

PROUDLY PRESENTING THE PR & PUB COMMITTEE

In this edition of 'Snapshots' we shine a light on the committee members who bring you the bi-monthly DutchCham Magazine: the PR & Pub Committee.

The questions asked:

- 1. We celebrate 30 years of the Dutch Chamber in Hong Kong. What is your biggest achievement in your Hong Kong time?
- 2. What is your wish for the Dutch Chamber the coming 30 years?

Annemarelle van Schayik Client Director East Asia at Telum Media

www.telummedia.com



- 1. My biggest achievement is building a personal and professional life after landing in Hong Kong 13 years ago. Having studied Chinese Studies (including Hong Kong) and speaking the language has massively helped to make Hong Kong home. It may be very millennial (if you want to put me in a box), but there is more to life than just professional achievements. Being part of a Hong Kong community with all its different pockets of life and finding my own place in it where I'm true to myself and happy, is what I value.
- 2. My wish for the Chamber is for it to remain a community of people who are professionally interested in the Netherlands. Regardless of whether or not it's about a community away from home, a community for those who call Hong Kong home or those who work for Dutch firms. It should be about diversity and learning from our diverse backgrounds rather than more of the same. As long as the Dutch Chamber evolves and adapts, it will have a great bright future ahead of it.



Monique de Raaij Commercial Manager at Amefa International Ltd.

www.amefa.com



 Regarding work, my biggest achievement is joining the Dutch company AMEFA here in Asia to work on its business development in Asia Pacific and to win our first tender in the hospitality business in Hong Kong in the middle of the pandemic.

Family-wise, it's sending the last of my three children to university and see them all thrive in their chosen paths. Seeing my oldest daughter go from Business School to a job in line with her studies to volunteering for over a year for associations involved in nature and animal welfare to joining Animals Asia, my son who is an Engineer in France and my youngest daughter who just started her Master Political Science in Paris.

In my personal life, I'm happy to have passed my Helm 1, allowing me to steer dragon boat races in Hong Kong and abroad.

2. To continue to be a pillar of the Dutch community; to continue reaching out, connecting, facilitating, and building. To be able to continue to organise the many great events I attended over the past years; the China Seminars, Business Awards, the Christmas, Herring and Mussel events and the many others animated by members of the Dutch Chamber or members of other Chambers. Each and every one has been interesting and good for networking.

Nerice Gietel Founder and Certified Executive Coach at The Career Lounge

www.thecareercoach.co



- 1. My biggest achievement has been starting my own career coaching practice here in 2017. In common with other Dutch Chamber of Commerce members, I came to Hong Kong as an accompanying spouse with no prior experience of running a business. When I joined the Chamber in 2019, I fully anticipated the benefits I would get from networking with the Dutch business community. What I did not anticipate was that a casual conversation with Jeffrey Broer, a current Board Member, would lead to my second biggest achievement in Hong Kong. He introduced me to the Founders Institute Program, a four-month program for early-stage stage start-up founders. By the end of 2019, I had completed the program, rebranded my business to The Career Lounge, and, most importantly, redesigned my service delivery. Thanks to the program's focus on scalability, I created a self-coaching online course that enables me to offer effective, short and affordable coaching programs to professionals who are changing careers and/or returning to work after a career break (caused by relocation, being made redundant or by taking time out to look after family).
- 2. My wish for the Dutch Chamber of Commerce HK for the next 30 years is that, despite the shrinking of the Dutch community in Hong Kong, the Chamber continues to grow and thrive. One possible means to achieve this is by broadening the membership for example, to introduce a reduced price membership category for all partners of members, not just those aged under 32 or those with a start-up company. This would be good for the Chamber's membership and would draw the community closer together and tap into a bigger talent pool.





Annemarijn de Boer Founder and Graphic Designer at Musch Agency / Publisher DutchCham Magazine



www.musch-agency.com

It is great to have the opportunity to celebrate 30 years of Dutch Chamber in Hong Kong. In September,
 I turned 30 years as well, so this is a lucky number and a special year for me. I am glad and thankful that the Chamber has had a network in Hong Kong for so long.

My biggest achievement in my Hong Kong time is also related to my network. With my creative agency, Musch Agency, I have been working together with the Dutch Chamber and joined a few committees over the last three years (Creative Committee, Gala Committee and the PR and Pub Committee). We learn from each other, there is always a positive vibe and I feel surrounded by people from different backgrounds who are open to making new connections.

In almost two years, my company has grown from one connection to a very stable client base. I am super happy and grateful to be able to help so many companies with their branding, design and other marketing purposes.

2. My wish for the Dutch Chamber is that they can help many more big and smaller international businesses by connecting people from different backgrounds. Of course, there will be a change in terms of the slowly decreasing number of expats, but there will always be businesses and Hong Kong will always remain an international market.

I think we need to look at opportunities during this changing business landscape and the Dutch Chamber needs to move with the changes as well. I am very curious how the Dutch Chamber will operate in 30 years. For now, congratulations and let's celebrate these 30 years!

Zuba Adham-Bos Marketing Manager at Fidinam / Editor DutchCham Magazine

www.fidinam.com



- 1. I have been in Hong Kong for 4,5 years now, arriving just 6 weeks after my graduation. I heard about the Dutch Chamber guite soon and the first event I went to was the Herring Party. It was my first networking event ever, I was guite shy and not sure what to do or say. Fortunately, the people I spoke to were very friendly and helpful – I ended up with several business cards and referrals that night. Looking back, I can see that I've grown a lot since that first event, especially regarding networking skills. Through networking at the Dutch Chamber and Dutch community, several interesting opportunities have come along that otherwise would not have happened - one of them becoming the editor of DutchCham Magazine. It works the other way around too, as I love to connect people I know with each other.
- 2. I wish the Dutch Chamber will remain a relevant and valuable platform for Dutch(-related) businesses and individuals in Hong Kong. In my opinion, the Dutch Chamber is more than an information source. Of course, it offers value through its networking opportunities, but its strength is that it also provides a community. I can encourage members to become active in the Chamber in any way, for example by joining committees, organising events or writing content. I'm happy to be part of and contribute to this community and wish it to thrive for many more years to come!

Emily Tunderman Marketing & Events Manager at The Dutch Chamber of Commerce in Hong Kong

www.dutchchamber.hk



- 1. The first time I visited Hong Kong was over three years ago. Back then I found it very hard to adapt to this metropole with such a different culture, energy and pace. After living in Amsterdam for a few years it was really something I needed to get used to! After multiple holiday trips to Hona Kona, I decided to move here in January 2020. Since then, I have been enjoying myself here in this amazing city. I've gotten used to the culture, pace of life and all the fantastic things Hong Kong has to offer. Living here is not that bad after all! Looking back on these past 18 months, I can say that my biggest achievement is moving away from the familiar and throwing myself into the unknown and so far being successful in that - at least that's what I think - building a network and starting my professional career here.
- 2. I am proud of being part of the Dutch Chamber and hope to be part of this organisation for many more years to come. With our 30th anniversary celebration coming up, these are exciting and busy times. Together with all our supportive members, our team is working hard to make it a great celebration, something which the Dutch Chamber deserves! I wish the Dutch Chamber a lot of prosperity, success and health for the next 30 years. I hope that we/they can keep on inspiring and helping people and companies at all levels!



THANK YOU GOLD SPONSORS!





























STAYING AHEAD WITH INNOVATION TO BRING HEALTH AND WELL-BEING TO ALL

The Tokyo Olympics 2020 has recently concluded. Despite being delayed for a year due to the COVID-19 pandemic, this Summer Olympics has successfully brought the entire world together and gave us reasons to cheer with some truly extraordinary moments.

Remarkably, the International Olympic Committee amended the Olympic motto for the first time since its adoption in 1894 by adding the word "Together" after "Faster, Higher, Stronger" to highlight the importance of collaborative effort. Danone's very own motto – "One Planet. One Health" – is reflective too of this Olympic spirit of solidarity. We see the importance of working wprogress the world, especially in our mission of bringing health through food to as many people as possible. Together with our consumers, retailers and suppliers, we are committed to innovating, designing, producing, marketing and consuming food in a new way – a way that brings health to people and our planet.

At Danone Nutricia Hong Kong, we are dedicated to supporting our consumers' health and well-being. As consumers become increasingly aware that nutrition is key to building and sustaining health, we have noticed that consumers are also placing more importance on acquiring healthier and responsibly produced food and drinks while making food choices based on nutritional benefits.



We believe in the power of research, innovation, and science, to ensure the nutrient value of our products. In particular, babies' health has always been our top priority. With Hong Kong's infants and toddlers' nutritional needs in mind and over 50 years of research in early life science, our team of scientists can develop infants and young children formulas to provide substantiated health benefits and ensure babies benefit from the best nutrient source.

With the continued investment in research and development, we provide a wide range of scientifically inspired and high-quality formulas that stay ahead of emerging trends and tastes. Most recently, we upgraded our Aptamil range, which marks our first-ever brand to provide specific immunity support for babies born via caesarean (C-section babies). Balanced gut microbiota is vital to support the immune system of babies. As C-section babies tend to have a lower level of beneficial bacteria, compared to naturally delivered babies, our new product hopes to go one step ahead to help them build a solid foundation.

Early Life Nutrition (ELN) is a thriving part of Danone. The driving force behind this success is our portfolio of science-based products, alongside parent education, including breastfeeding support, that provides optimal nutritional solutions for infants and young children.

Danone stands together with the WHO's global public health recommendation of exclusive breastfeeding for the first six months of age and continued breastfeeding up to two years and beyond, combined with the safe introduction of appropriate complementary foods. Therefore, we hope that our products can serve as a powerful backing to babies' immunity, particularly after moms have decided to stop breastfeeding.

We will continue to support moms-to-be and parents by offering them free access to professional nutritional advice and support, to make every day count with their baby. We have an unwavering commitment to stand together with Hong Kong's moms in driving a positive impact on health for our next generation by advocating for optimal nutrition in the first 1000 days.



THE LANGHAM, HONG KONG'S RICH LOCATION HISTORY

Hong Kong is home to the headquarters of Langham Hospitality Group, which encompasses the distinctive hotels under The Langham Hotels & Resorts and Cordis Hotels. In June 2021, we celebrated our 156th anniversary, with origins tracing back to the opening of The Langham, London, renowned as the first "grand European hotel".

The brand has since continued its legacy through an unwavering commitment to delivering exceptional experiences in cities worldwide, including New York, Boston, Chicago, Los Angeles, Sydney, Melbourne, Shanghai, Shenzhen, Guangzhou, Haikou and Hong Kong, to name a few.

The Langham, Hong Kong is located in the heart of Tsim Sha Tsui, which is steeped in rich local history.

The name Tsim Sha Tsui 尖沙嘴, which literally means Tip Sand Mouth, is a reference to the sandy river which once flowed there and has since been covered by land reclamation. Tsim Sha Tsui was also known as Heung Po Tau 香埗頭, a port for exporting incense trees. This links to the origin of the name Hong Kong, which means 'fragrant harbour', inspired by the city's past as a major trading post for fragrant incense.

Located on Peking Road, The Langham, Hong Kong is a step away from prime shopping belt Canton Road and other landmarks, including Kowloon Park, the Star Ferry, the Former Marine Police Headquarters and the former Kowloon-Canton Railway Terminus.

Peking Road was formerly known as Chater Road, after businessman Sir Paul Chater. He established the company The Wharf, which is the owner of the high-end shopping mall, Harbour City (on Canton Road), and the Star Ferry. In 1909, Chater Road was renamed to Peking Road, which was the old name of the Chinese capital city Beijing, to avoid confusion with Chater Road on Hong Kong Island.

A stone's throw away from The Langham, Hong Kong is the urban refuge of Kowloon Park. Officially opened in 1970, the park was originally a British Army Barracks that overlooked Victoria Harbour.

Around the corner from The Langham, Hong Kong is the 1881 Heritage, a site that served as the headquarters of the Hong Kong Marine Police from the 1880s to 1996. Now, it features a shopping mall, heritage hotel and an exhibition hall.



A visit to Hong Kong will not be complete without a ride on the Star Ferry, which is the city's sailing icon, also located within walking distance from the hotel. For residents, the short harbour crossing between Central and Tsim Sha Tsui remains a local transportation service and a nostalgia trip.

Next to the Star Ferry terminal is the 44-metre-high Clock Tower, the only building left from the original Kowloon-Canton Railway (KCR) Terminus Building. The KCR Terminus was relocated to Hung Hom in 1975, but the Clock Tower was preserved and has become a prominent waterfront landmark of Tsim Sha Tsui.

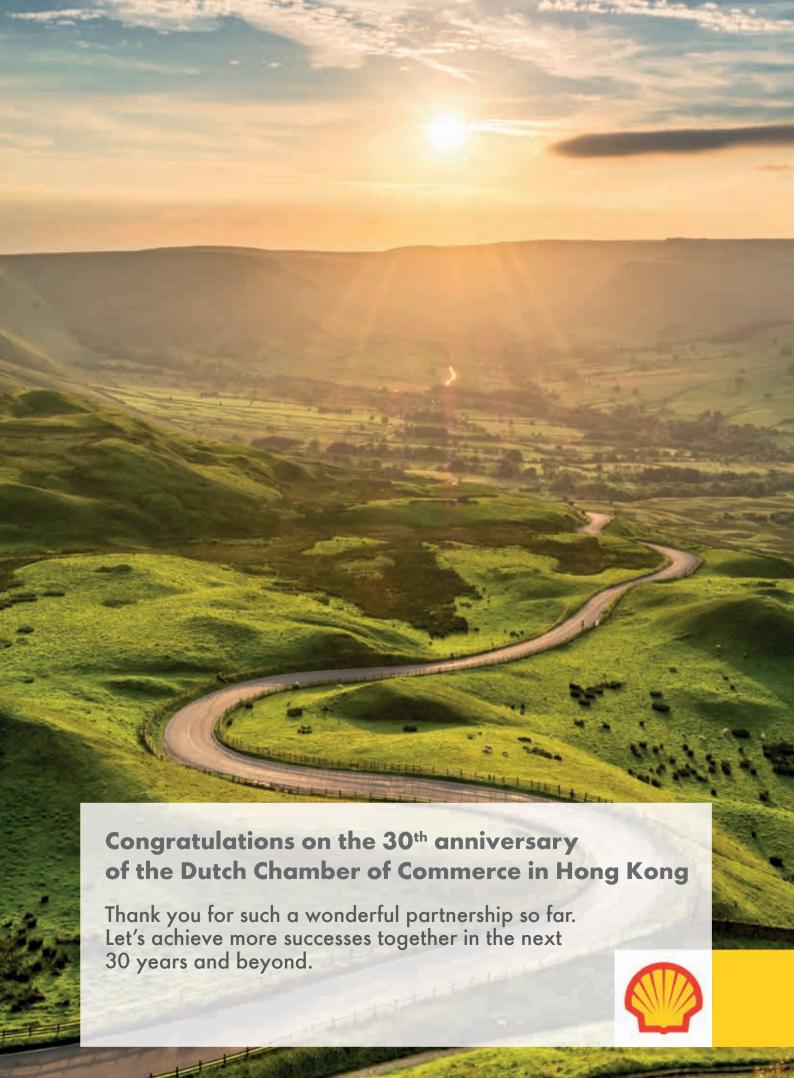
The once-bustling KCR Terminus Building, opened in 1916, forms a significant part of the public transport history of Hong Kong as millions of Chinese immigrants passed through the terminus to Hong Kong and via this harbour, to other parts of the world.

Today, the site of this historic railway station is now occupied by the multipurpose Hong Kong Cultural Centre, Hong Kong Museum of Art and Hong Kong Space Museum.

Tsim Sha Tsui and the historic railway station site are popular places to view the impressive skyline of Hong Kong Island, including Central Plaza, where the Dutch Chamber is located. The Langham, Hong Kong congratulates the Dutch Chamber of Commerce in Hong Kong on their 30th anniversary and our best wishes for their future.

THE LANGHAM

HONG KONG



A DIFFERENT 30TH ANNIVERSARY

Since it was founded in 1991, the Dutch Chamber of Commerce in Hong Kong has witnessed the Hong Kong-based Dutch business communities prospering along with the city and served as a pathfinder that steers businesses to tap into a wealth of opportunities.



With the Dutch Chamber celebrating its 30th anniversary this year, Shell Hong Kong feels delighted to be part of this milestone as a member. As an operating arm of the global group of energy and petrochemical companies Royal Dutch Shell, Shell Hong Kong established a local foothold more than a century ago. Over the past century, Shell has grown and diversified along with the economy in Hong Kong. From supplying of kerosene for lighting and cooking to oil, to liquefied petroleum gas and most recently to low-carbon biofuels and carbon neutral lubricants, we have evolved to cater for the growing needs of the society. Besides providing vehicle drivers in Hong Kong and Macao a wide range of oil products through our retail filling stations, Shell supplies bitumen for roads and airport runways as well as fuel and lubricants for the industrial, aviation and marine sectors.

On a parallel timeline, 2021 marks the 30th anniversary of the Shell Tsing Yi Installation. Operating 24/7, the installation is designated to the receipt, storage and loading of petroleum products, with a high emphasis on health, safety, security and the environment. Also located within the Tsing Yi Installation are a lubricant oil blending plant and a premium-grade bitumen production plant, which is the only one of its kind in Hong Kong. Since its operation in 1991, we have set our sights on meeting multiple needs of petroleum and chemical products in Hong Kong and nearby markets. As the installation reaches its 30th anniversary and is still in good form, Shell is committed to continually raising the bar of operational excellence when providing our energy solutions.

Tackling climate change has risen as an imminent challenge in the past decades. That is why Shell has set out the

"Powering Progress" strategy to accelerate the transition of our business to net-zero emissions by 2050 or sooner, in step with society. Becoming a net-zero emissions energy business means reducing emissions from our operations and the fuels and other energy products we sell to our customers. In the past five years, our retail filling station network and lubricant oil blending plant in Hong Kong has reduced the carbon intensity in its operation by 8% and 35%, respectively. Since 2015, Shell has become the first and only biodiesel provider in Hong Kong at retail filling stations. Introduced in 2019, the "CO2 Offset Programme" for commercial fleet customers is set to offset the currently unavoidable emissions through verified nature-based carbon credits. Most recently in 2021, Shell launched two locally produced, high performance and carbon-neutral lubricant products to help the drivers to decarbonise. In the future, Shell will remain committed to developing businesses in Hong Kong and making continuous contributions to the city's energy transition.



On a meaningful note, we would like to express our great gratitude for the Dutch Chamber's companionship in serving the business sectors diligently in the past 30 years. May we also convey our heartfelt congratulations to the Dutch Chamber on her achievements and our best wishes for her future endeavours to scale new heights in the next 30 years and more.



VIEWS ACROSS THE BOARD

The Board of Directors is an important part of the Dutch Chamber as they represent several Committees and the members. Read more about their Committees, why they joined the Board, their views on Hong Kong developments and the Chamber's future in this special Lead Story.

■ By Zuba Adham-Bos

Jan Willem Möller – Chairman

Since my arrival in Hong Kong, I had been active in the Dutch Chamber and really enjoyed being involved and organising events. Gradually and quite naturally, this evolved from co-founding the Young Professionals platform in 2013 to joining the Board as Chair of the SME Committee and since 2020, as Chairman. My role is primarily to make sure that our staff members and volunteers can do their job and that our members and other supporters get real value from their involvement with the Chamber.

The other key focus is on representation and interaction with third parties such as the local authorities, the Dutch Government, the European Chamber of Commerce etc. – all for the greater objective of promoting trade and business and the peace and prosperity that should come with it.

The key development in Hong Kong, besides the pandemic, is of course the integration with (or tightening grip of) mainland China and everything related to it. We are witnessing the transition from former colony of the UK to an integrated (albeit special) part of the People's Republic of China (PRC). This transition is not easy, and it has been very painful to witness the escalation of the protests and the divide among the local population but it is interesting to be such a close witness.

Michiel Mak – Vice Chairman and Chair of the China Committee

I have been a Board Member for more than two years and am currently acting as Vice-Chairman and Chair of the China Committee. Having been involved with China for more than 30 years, it seemed logical and natural to me to now try and help Dutch companies in Hong Kong to better understand how to undertake their business in China.

When I started visiting China more than 30 years ago, Beijing more or less ended at the second ring road (today there are seven) and Shanghai still had rice fields at Pudong. During all those years, I have seen the tremendous (or should one say unbelievable) changes China went through. Although its business practices are clearly different and relationships are important, in essence, what matters most in China is

building trust, delivering value, bringing in knowledge (and technology) and taking a long-term business view.

With the China Committee, its regular events and its hugely popular yearly China Seminar, we aim to invite meaningful and insightful speakers covering up-to-date topics helping Dutch companies in their endeavours to be more successful in China. All members of the China Committee have strong knowledge and insights about China, allowing for very professional discussions and presentations during all our China events.

Especially during the last few years, we have noticed a change; we see our membership gradually changing from multinationals to SMEs. With SMEs, there is a higher demand for more detailed, more practical, and more strategic information about China. Unlike multinationals, they lack their own large internal departments used to do this kind of work. Our objective is to better cover those needs and demands with even more professionalism.

Erik Bleekrode - Treasurer

I am the Treasurer of the Board and joined the Board in June 2020. Together with the office team, I look after the Chamber's budget and financials and help ensure that we spend our member's contributions wisely.

Hong Kong has been a focal point in the region for decades. It is creating opportunities for many of us and that is not going to stop. For me, some of the key developments have been the changing landscape as Hong Kong has more and more become a platform and stepping stone to enter the Chinese market. It attracts different kinds of companies; not just the traditional financial services giants but a range of smaller entrepreneurial and creative companies and talents. That also has a bearing on our membership base. It is a great development to see, as it also brings us new ideas and initiatives and allows us to play a different role for our members' benefit.



Frery Winkel-Pieters – Chair of the Chamber Ambassadors

I joined the Dutch Chamber Board last year. Three years ago, I moved with my family to Hong Kong and lived in Tai Po (relatively far away from the expat community). After two years, I thought it would be nice to mingle with the Dutch society and expat community. I saw the vacancy for the Board member role, which was a great opportunity! The Ambassador Committee was set up in 2020 to expand the Chamber's network and membership base. The team has a strong collaboration with other parties like NLinBusiness and InvestHK.

We are a relatively new committee. The initiatives created last year are:

- the Tool Kit page on the Chamber's website to support companies to enter and/or expand in the Hong Kong market.
- Member4Member benefits, giving members certain discounts at third parties. And since November 2020, existing members can receive a HK\$500 voucher when they bring in new members, which resulted in 17 new members.
- a Facebook page initiative to get a better insight into the number of Chinese Dutch in Hong Kong.

The extra focus resulted in 33 new members in the last book year and 14 new members so far.

Sander van den Berg – Chair of the Finance Committee

Over the past ten years, I have done a reasonable amount of committee work for the Dutch Chamber as I happened to have close personal relationships with the previous two general managers, which resulted in some peer pressure to volunteer for the occasional event or committee.

I've been involved in organising the last two Business Awards Galas, the SME committee (including as Chair) and after a year or two of inactivity, I became Chair of the Finance Committee.

We have seen many departures in the committee due to people moving to other countries, fortunately we have seen some great new committee members joining us. We are all very eager to move out of the COVID-19 induced "webinar" stage and get some face-to-face events going.

I'm personally interested in the financial technology sector in which I think Hong Kong should and could have played a large role in combining the tremendous developments that were taking place in Silicon Valley and China, especially regarding fintech, insurtech and artificial intelligence. Despite the government's investments, we are still waiting to see the momentum emerge. Some interesting start-ups are now finally emerging, so let's hope that this picks up speed.

However, without a doubt, what I see as most exciting was the tremendous regenerating ability of our environment during the standstill of most economic activities due to COVID-19, as we could spot dolphins in our bays and see the Wanshan islands in the distance.

Rinske Kuiper – Chair of the PR&Pub Committee

As I had been very active within the Nederlandse Vereniging Hong Kong, for both the organisation and the magazine, I was happy when I was contacted to gauge my interest in becoming a Board member when the vacancy for the Chair of the PR& Pub committee became available.

The PR&Pub Committee is responsible for the DutchCham Magazine which is published six times a year, the biweekly newsletter and the Chamber's online presence, both on LinkedIn and the Chamber's website. These days an online presence is considered such a standard concept. The time, effort and energy that goes into creating and maintaining up-to-date, engaging content and the work that goes into making new and meaningful connections is often overlooked. However, never has its importance been so apparent than during the early months of the pandemic when networking as we know it came to a standstill.



Left to right: Erik Bleekrode, Jeffrey Broer, Rinske Kuiper, Jan Willem Möller, Michiel Mak, Frery Winkel-Pieters, Sander van den Berg

An exciting transition taking place is our increased focus to further grow our online visibility. Last year alone, we increased our connection numbers, increased online engagements by 50% and reduced the number of magazines printed by 33% whilst still maintaining the member numbers and sponsor income.

Jeffrey Broer - Chair of the SME Committee

As the Chair of the SME Committee, the biggest group of members within the Chamber, I represent them in the Board. The SME Committee organises training and events valuable for our SME members, from dinner events with peers to pitch training and workshops.

Exciting developments in recent years in Hong Kong are mostly the acceptance of online meetings, which opens up a bigger geographical area that was previously unattainable for SMEs.

Since last year, we've been growing in membership, so we as a committee also have a broader audience to address, which makes our work more interesting, especially when the broad backgrounds of our members are used for content for events and workshops.

What would success look like for the Dutch Chamber in 30 years?

Jan Willem: If we can manage as a Chamber to stay relevant and add real value to the people involved, among all the other sources of information, networking platforms, knowledge portals and other tools available out there – that would be success in my book!

Michiel: Thinking of the opportunities that the Greater Bay Area (GBA) will offer to companies based in Hong Kong, we look forward to enhance our events accordingly. Together with all the

members of the China Committee, we will continue helping our members in Hong Kong grow their businesses during the next 30 years and beyond!

Erik: Success for the Dutch Chamber is to grow and develop with our members and make sure we continue to stay relevant for our members. They are our reason for existence and we should add value to what they do and what they want to achieve. If we get that right we will be here in Hong Kong for the next 30, 60 and 100 years.

Frery: A diverse and inclusive Dutch Chamber of Commerce. With an open, global mindset collaborating with different Chambers and representing our members in Hong Kong and further (as part of the GBA). Hong Kong continues to be an exciting hub where East meets West.

Sander: Currently our members are predominantly Dutch companies doing business in Hong Kong and China. It would be great to have Chinese businesses that are trading with the Netherlands become a substantial part of our membership base.

Rinske: I think that 30 years from now success will be measured in having an ever-growing online readership. We will have a digitally interactive magazine, that allows for real-time engagement with the authors, and boast a platform for members and potential members alike to connect, whilst remaining a top advertising outlet for our sponsors.

Jeffrey: Success for the Dutch Chamber in 30 years would be that it is one of the main European Chambers in Hong Kong with a strong membership and quality content and support for their members.

thought to myself 'what is the Dutch Chamber?'. I looked at its mission statement and saw how that there were groups of people all providing some kind of good or service. So I asked myself what represents trade. The one image that I really thought would unite them all is a bar code—anything and everything these days has a bar code, and it has a very strong graphic quality." says Danny Fang, creative director of Fang studio.

"A bar code is much more striking than a boat, flower or a flag, but the only problem with them is that without a computer no one can really read or understand them. So I played with the idea of maintaining the bar code theme and changing various relevant words into Morse code — looking for a way to give the bars some kind of meaning or content," he adds, admitting also that this step in

pleased to have been involved in creating something for the Dutch community here," Mr Fang continues. "It's amazing how much you can communicate through a logo, whether it's relating to fun, pleasure or work.

"This logo represents trade, diversity and a link between Hong Kong and the Netherlands. The colours are most certainly Dutch and the design of the code reminds you of the distinctive skyline here. But above all else, it gives the Dutch Chamber a distinctive and unique identity of its own."

As part of his brief, Mr Fang has also worked on ways of incorporating the design into the Chamber's new business cards, stationery and of course the website and, as you can see already see, the magazine. "A logo is the most important part of a corporate identity. It is the icon that communicates your brand and makes people understand what your

An Emblem for a New Era

The DBA's name change was ratified before the Lunar New Year and already changes are clearly visible. The creator of the new logo for the Chamber is **Danny Fang** and he talks to James Stuart Moore about his inspiration



The new logo takes it theme from a bar code. In Morse code, the dots and dashes actually translate as "Holland-HK".

the creative process was an experimental leap of faith. In case, you're no code breaker, the words that he used for the final logo were "Holland-HK".

"The gift you get when using Morse is that the size difference between a dot and a dash is so big, that when you stretch it, you get great depth in the graphics and adding colours made the whole design even more playful."

Having stretched the design, the logo began to take shape and even the skyline of Hong Kong, with its many skyscrapers, became visible. What was also noticeable was that by having similar shapes and sizes interspersed with each other, the logo could represent a network or community with individuals standing side by side.

"A barcode has its own will. It says: "I'm binary and uniform but I'll work my own way and on my own terms!". I think that's quite appropriate for the Dutch business community. It shows we're about doing business with flair."

The former Marcel Wanders product designer arrived in Hong Kong at the end of January to set up his own studio. "Dutch design is always so highly thought of so I'm company represents. I like the logo I've created. To me, it has flair and communicates professionalism. Exactly the way I see the Dutch Chamber of Commerce in Hong Kong." •

"A barcode has its own will. It says: "I'm binary and uniform but I'll work my own way and on my own terms!". I think that's quite appropriate for the Dutch business community. It shows we're about doing business with flair" – Danny Fang, Creative Director, Fang studio



TRACKING KPMG'S 75-YEAR HISTORY IN HONG KONG

As the Dutch Chamber of Commerce celebrates its 30th anniversary in Hong Kong, so too has KPMG recently reached an important milestone. November 2020 marked 75 years from the establishment of KPMG's first office in Hong Kong.

The firm can trace its history in Hong Kong to November 1945, when the Hongkong and Shanghai Banking Corporation (HSBC) moved its head office back from London after the Second World War. One of HSBC's auditors at the time, KPMG's progenitor firm Peat Marwick Mitchell & Co, became the first international accounting firm in Hong Kong when it set up operations in the city to ensure continuity for HSBC.

It soon provided accounting and other services to Hong Kong business stalwarts, including Hong Kong Jockey Club (HKJC), AS Watson & Co and Swire & Maclaine. The acquisition of Hong Kong-based accounting firm Percy Smith & Co in 1950 enabled the firm to become one of the "Big Two" in Hong Kong at the time, according to a book that documents the firm's history.

Over subsequent years, KPMG and its clients witnessed Hong Kong's economy transition from a trading entrepot for China into an industrial and manufacturing powerhouse by the 1960s. This would be followed by yet another transformation into the international financial centre that it is today.



Meanwhile, the foundations for what would become KPMG China's mainland business started in a single hotel room in Beijing in 1983. In 1984, Dominic Ho became KPMG's first full-time staff member in mainland China, where he was responsible for the firm's first representative office there. The mainland and Hong Kong practices eventually merged in 2000, with Ho later taking the helm as Chairman of KPMG China between 2003 and 2007.

While KPMG China now operates across mainland China, Hong Kong SAR and Macau SAR with 28 offices in 25 cities that employ approximately 12,000 people, it also continues to play an active role in the development of Hong Kong. Beyond its traditional audit, tax and advisory business, the firm is expanding its focus on increasingly important areas like environmental, social and governance (ESG) reporting and the Greater Bay Area (GBA) development.

In 2020, KPMG China released its first ESG report to show its progress and performance in the four areas of governance, prosperity, planet and people. By driving sustainable change within the firm, it is also able to engage its stakeholders on issues related to ESG reporting – something that markets and regulators are increasingly expecting.

And the firm also has its sights set on providing support for its clients' needs within the GBA, a mega-hub consisting of Hong Kong, Macau and nine mainland Chinese cities. KPMG has conducted studies on issues related to the initiative and continues to expand its presence within the GBA to support the firm's expanding business scope and continued growth of the region.

In addition to supporting clients in Hong Kong, KPMG prides itself as being one of the pillars of the business community and the territory's historic growth as an international financial centre. One of its important institutional connections is its association with the network of international chambers of commerce that operate in Hong Kong.

KPMG congratulates the Dutch Chamber of Commerce in Hong Kong on its 30th anniversary and wishes the chamber and its members continued success and a prosperous future.



SAILING THROUGH THE HARBOUR OF MUSIC

The Hong Kong Philharmonic Orchestra would love to congratulate the Dutch Chamber of Commerce in Hong Kong on the occasion of its 30th anniversary!

Expats, professionals, business people and artists from the Netherlands gather in the city and stay afloat in a place far away from home, in a sea so familiar yet so foreign. This reminds us of the similarity between the Netherlands and Hong Kong, which both house some of the world's largest trading ports.

The current HK Phil Music Director, Jaap van Zweden, a Dutchman, comments that harbour and music can each be sources of solace, healing and unity.

The HK Phil is proud to count two Dutch conductors among its list of notable Artistic/Music Directors over its 48-year history; Maestro Edo de Waart, from 2004 to 2012 and Maestro Jaap van Zweden, SBS, since 2012. The HK Phil is highly grateful to these two great conductors for their contributions to the orchestra and to the cultural arts scene in Hong Kong. Maestro Edo de Waart paved the way for musical excellence by leading the orchestra in a series of demanding repertories, including a Mahler Symphony Cycle, Beethoven's Fidelio in Concert and Strauss' Salome. These musical achievements raised the orchestra musically to a truly international standard.

Music Director Jaap van Zweden, who began his term in 2012, has brought the orchestra to pinnacles of musical excellence through their Vienna Musikverein debut in 2015 and by touring other cities, including a stop in the Muziekgebouw, Eindhoven. The completion of the Wagner Ring Cycle in 2018 and the success of its recording earned the HK Phil the Gramophone Orchestra of the Year Award in 2019; the first orchestra in Asia to have received this accolade. For his tremendous contribution to both the orchestra and the Hong Kong community, the Hong Kong Government awarded Maestro Van Zweden with the Silver Bauhinia Star in 2020, which is awarded to people who have taken a leading part in public affairs and voluntary work over a long period.

With Maestro Jaap van Zweden at the helm, the orchestra will continue to represent Hong Kong as its cultural



HK Phil performance at Muziekgebouw, Eindhoven, under its Dutch Music Director Jaap van Zweden (2015). © HK Phil

ambassador by expanding its horizons internationally, with a tour of the cultural heritage Silk Road, further tours to North America and Europe, and participation in international music festivals. The HK Phil was the first orchestra from Asia to be invited to perform in the prestigious Mahler Festival at the Concertgebouw in the Netherlands. However, it was unfortunately cancelled due to the COVID-19 pandemic. As one of Asia's foremost orchestras, the HK Phil will continue to connect with audiences in the Greater Bay Area, furthering its role as Hong Kong's cultural ambassador by promoting music without boundaries, making music accessible to everyone.

Reaching its 50th anniversary in 2023/24, the Dutch Maestro Jaap van Zweden will undertake two major concert tours to Europe, one of which will include the long-awaited visit to the Concertgebouw in Amsterdam. The HK Phil will continue to invite outstanding soloists and conductors from the Netherlands in future seasons.

Many things can happen in the next 30 years; the Hong Kong Philharmonic Orchestra, the first professional performing arts group in Hong Kong, will be almost 80 years old by then! The HK Phil sincerely hopes to sail securely through the beauty of music and wishes that the Dutch Chamber can soar higher in the prosperous skies. Once again, congratulations to the Dutch Chamber of Commerce in Hong Kong for reaching its 30th anniversary!



HOME SWEET HOME

Buying a pied-à-terre or retirement home in the Netherlands is not as easy as you might think, even if you work for a financial service provider or international company in Hong Kong.



The Dutch Chamber of Commerce in Hong Kong is celebrating its 30th anniversary this year, making me feel like quite a newbie, even though we have been doing business in the city for over ten years.

Many of you will remember Ricco de Blank, the famous hotelier, who introduced me to DutchCham and helped me get a foot in the Hong Kong door. He asked me to help him sort out a mortgage in the Netherlands. When we managed to do it in a week, he put me in touch with others in his circle and things just snowballed from there. I lost a dear friend when he sadly passed away in November 2019.

Ricco worked for Sun Hung Kai Properties, which owned the Ritz Carlton and that's where he put me up – in a suite – so I was terribly spoiled. I always enjoyed my visits to Hong Kong. I've been over a couple of times to give talks to the expatriate community about mortgages, because that is our field of expertise.

As many DutchCham members will already know, Dutch banks are reluctant to give loans to people working outside the Netherlands, making it very tricky if you want to buy a property back home. And that is, of course, something many expatriates want to do. Often they can't buy where they are, or housing in their new country is too expensive. They may want a small flat for holidays or a place to retire to, or want to be able to come back at a later date when their parents need more help or when their kids go to university.

If you call your Dutch bank and ask about the mortgage options, more likely than not you will be told it is not possible. Many of our clients in Hong Kong actually work for banks or asset management companies, so it says something about the complexity if they have to bring us in to sort out a mortgage.

We work with two banks – one Dutch, one German - which are willing to extend mortgages to Dutch expatriates in Hong Kong under certain circumstances. They'll lend between 75% and 85% of the price of the property. You will also need a sizeable down payment to cover other costs such as the notary – and of course, the property transfer tax. If the property is not going to be your primary place of residence, you'll need to stump up 8% of the sales price to cover that – thanks to new rules which came in at the beginning of this year.

Of course, the Dutch housing market is very overheated at the moment, and there is little choice which makes it even more difficult. In the ten years we've been operating in Hong Kong, we've come to realise how important it is to understand the particular challenges facing the Dutch expatriate community.



■ By By Jose de Boer Director at FVB De Boer Financial Consultants www.fvbdeboer.nl

CHINA LAW & TAX DIRECT

"In China, you must have grey hair to be taken seriously" - Frits van Rappard, Philips Legal Dept.

Perhaps it was the above statement by my senior colleague in early 1992 that prompted the delay in setting up China Law & Tax until late 2004. The first natural opportunity to do so was in 1997 when leaving Philips Hong Kong, but not a grey hair in sight at that time. And with a mere five years of top-level international lawyering under the belt, purporting to act as a consultant to business executives much more experienced than Yours Truly seemed premature, to put it mildly.

So off to London it was, and after a two-year stopover in Singapore and a couple more years back in Hong Kong, it was time to take the plunge. Initially as China Ltd, a "plunge" it truly was -and at the deep end at that. Little more than a laptop plus broadband connection, with Hong Kong still reeling from two SARS and a bird flu wave (face masks everywhere), a two-year-old and a second on the way, this was hardly the ideal timing for going solo...



A strategic partnership with a like-minded Dutch firm (all legal, tax and accounting professionals under one roof) and a new office provided a more solid base for the business. By the time the firm was renamed China Law & Tax, it had an established, loyal client base and in 2018, it became part of the initial batch of Trust and Company Service Provider (TCSP) licensees as soon as the Hong Kong law changes allowed it.

My regular Dutch Chamber magazine column aims to contribute to narrowing gaps in knowledge and understanding of China and Hong Kong amongst its (mostly western) readership. Amidst the current global waves of anti-



China sentiment, without wishing to argue that sentiment is entirely unwarranted under its current leadership, it is useful to remember that different geographies and their people often have more in common than they care to admit.

The China Law & Tax logo reflects this commonality: despite their significant differences, what the EU and Chinese have in common are the bright shining stars in its flags and those represent the individuals building bridges between the two. It serves as a useful reminder to international politicians and business people alike that the path to the future is guided by the stars!





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

PHILIPS

130 years of Philips innovation, collaboration, and social responsibility.

Congratulations to our long term and trusted partner, the Dutch Chamber of Commerce in Hong Kong, in celebration of its 30th Anniversary!

Together, we make life better

130 years of improving lives

philips.com/130years







TOGETHER, WE WILL MAKE LIFE BETTER

As we congratulate the Dutch Chamber of Commerce in Hong Kong on their 30th anniversary, we celebrate 130 years of innovation and social responsibility at Philips.



We would like to take you on this exciting ride about a consumer electronics giant transforming into a global leader in health technology, all for the purpose to improve people's health and well-being through meaningful innovation.

On a casual tour around an average Hong Kong household, you will probably find an electronic appliance or two bearing the logo of Philips. In fact, this household name was founded on May 15, 1891, in Eindhoven in the Netherlands. It has been rooted deeply in Hong Kong where the brand witnessed history and has grown together with this vibrant cosmopolitan for the last 72 years. However, little does the public know, since 2011, there has been a drastic change within the company under the rose.

From the first electric incandescent light bulbs to breakthroughs in X-ray tubes that ultimately marked the origin of Philips' involvement in health technology, the path was destined for Philips' transformation. Since then, Philips has innovated virtually every major medical imaging modality from ultrasound to MRI and CT systems.

Waltzing through time along the enterprise's long history starting with its pioneering rotatory shaver in the 30s, modernisation of post-war radio and television, the first stereo Compact Cassette player and portable radio cassette players in the 60s, through to video cassette recorder and Compact Disc in the 70s and 80s, Philips has always remained at the forefront of emerging consumer electronic and digital technologies.

Nevertheless, no corporation will sustain without the agility to adapt to changes. Marching into the 90s and the 2000s, Philips has turned to a human and experience-centric business approach, delivering easier to use and more comfortable product experiences and solutions

that were advanced and designed around the user. The beginning of the third millennium marked a monumental milestone for Philips, as the brand glamorously morphed into a leading health technology-focused company, with its innovations spanning the health continuum from healthy living and disease prevention to diagnosis, treatment and care in the home. By bringing together devices, systems, software, artificial intelligence (AI) and advanced analytics, the company today develops intelligent solutions that help consumers worldwide to live healthy lifestyles. Simultaneously, it enables healthcare providers to deliver on the quadruple aim: enhancing the patient experience, improving health outcomes, lowering the cost of care and improving the work life of care providers.

In an ever more complex and interconnected world, Philips has continuously reinvented itself to remain societally relevant, culminating in its position today as a leading health technology company. Our purpose is to improve the lives of 2.5 billion people a year by 2030 through meaningful innovation.

"The company's 130th anniversary is a celebration of the continuous innovation journey that has enabled Philips to positively impact the lives of so many people around the globe." Says Frans van Houten, CEO of Royal Philips.

In Hong Kong, the story of Philips goes on. Apart from being a household-friendly name to young and old, Philips has always believed that meaningful innovation in healthcare involves partnerships and collaborations with leading clinical and care providers. With this in mind, we see more and more strategic collaborations between Philips and public and private healthcare providers, clinics and hospitals, deploying customer-focused solutions designed for conquering both day-to-day and enduring medical challenges city-wide. The pandemic might have accelerated digital transformation in healthcare around the globe; however, the key to bringing a domestic impact remains in our capability to make a change as an enterprise.



CELEBRATING 150 YEARS FROM "GRASS TO GLASS"

It is 150 years ago since the foundation of FrieslandCampina, one of the world's largest dairy cooperatives, was laid. To celebrate this, the anniversary flag was raised on 8 September at all the FrieslandCampina production locations worldwide and on several dairy farms owned by members of the cooperative.

FrieslandCampina's cooperative history dates back to 1871, when a number of farmers established the 'Vereeniging tot Ontwikkeling van den Landbouw in Hollands Noorderkwartier'. This association is the oldest known legal predecessor of Zuivelcoöperatie FrieslandCampina U.A. The following year, 20 farmers in the Dutch village of Wieringerwaard, in North Holland, decided to collaborate. Together, they bought a building, two cheese tubs and a weighing scale. Soon after, they appointed a cheesemaker and thus, was established the first official cooperation of farmers. In Friesland, something similar happened in the village of Warga; a group of farmers united in a cooperative. After many mergers, these cooperatives finally resulted in the creation of FrieslandCampina. Today, dairy is one of the Netherlands' most important sectors.

"FrieslandCampina is based on 150 years of cooperative knowledge and experience," believes Hein Schumacher, CEO Royal FrieslandCampina N.V. "Its foundations consist of family businesses that have been members of the current cooperative and its legal predecessors for many generations. We have enterprising farmers, who by working together daily, provide millions of consumers worldwide with the goodness of milk, from grass to glass – every day. I am really proud of this," he said.

Today, FrieslandCampina, together with almost 17,000 member dairy farmers, manages to control the entire production chain from grass to glass, and exports high-quality dairy products to more than 100 markets worldwide, including Hong Kong.

FrieslandCampina (Hong Kong) Limited, a subsidiary of FrieslandCampina which has nourished the lives of Hong Kong people across all ages since 1938, has captured the category growth for organic milk formula. Riding on the leading position of FRISO® as No.1 in sales in the regional infant formula milk industry, Hong Kong was the first market to launch the new ultra-premium organic milk formula Organic FRISO PRESTIGE® BIO which is produced with high nutritional value and benefits. With the help of the industry-first smart packaging innovation of TrackEasy, consumers can access and trace the fully controlled Dutch supply chain process by



The jubilee flag is raised on the dairy farm of cooperative member Jacques Senden in Vaals to mark FrieslandCampina's 150th anniversary

scanning a QR code specific to each batch of milk formula tins. In 2020, the average number of monthly scans nearly doubled as compared to last year.

Well-positioned as the evaporated milk brand used by most chart character than tengs in Hong Kong , BLACK & WHITE® achieved a new milestone and further enhanced its B2C market by introducing its first-ever ready-to-drink milk tea, tailored to cater to the on-the-go lifestyle in Hong Kong.

This year, in celebration of the Hong Kong World Milk Day advocating the 'Drink Move Be Strong' concept, DUTCH LADY® partnered with the Dr. Stephen Hui Research Centre for Physical Recreation and Wellness of Hong Kong Baptist University. They conducted a survey that revealed the severe lack of exercise and the inadequate milk intake among local students as a result of the 18-month of campus closures in Hong Kong.

Moving forward, FrieslandCampina will continue to innovate and implement its plans to accelerate its transformation in a rapidly changing world.



HONG KONG IS ABOUT MEETING PEOPLE

ProductIP has been active in Hong Kong and China since the moment the company was created in 2008. Primary customers then were, and still are, retail and trading companies buying non-food consumer and professional products from Asian factories. Many of these companies have buying offices in Hong Kong, Guangzhou, Ningbo and Shanghai. Hong Kong traditionally also has many tradeshows throughout the year.



At ProductIP we are not selling a physical product. Instead, we are a company providing SaaS product compliance services via an online platform. Our business is complicated for many companies, although they know they need the service to specify their product to be in compliance with regulatory requirements. So why are we interested in tradeshows, particularly in Hong Kong, where companies sell physical products? Because we are interested in the people who visit those tradeshows.

These tradeshow visitors are often people from Hong Kong and China buying offices. Or buyers from European retail and trading companies who visit the tradeshows before moving to China to visit the factories where they buy their products. In our experience, many of those buyers choose Hong Kong as a stop-over because they like the city. And there is something very peculiar.

The majority of buyers are male and interested in new technology and gadgets - and there is an abundance of those to be seen in Hong Kong tradeshows. So what do we do? We invite them weeks ahead to one of our booths at tradeshows e.g. Hong Kong Electronics and Global Sources trade show with only one purpose: to meet people. A cup of coffee gives the opportunity to at least have a chat of 5 minutes with a buyer. We offer WiFi, so they can even quickly go through their email. And they meet other buyers;

even do business with them. Many deals have been made in our booth.

One time we got unexpected help from above. When the Eyjafjallajökull volcano in Iceland erupted in 2009, the day before the tradeshows were closing, we also got stuck in Hong Kong. However, that turned into an unexpected opportunity as most of our customers were stuck too, so it was just a matter of finding out where they were to continue discussions with a coffee or over lunch. And what's more? The shared experience made making appointments for follow-up meetings, once back in Europe, much easier. Common trouble creates a bond.

In between tradeshows and throughout the year, we organise so-called Compliance Tuesdays. Seminars and webinars with the primary purpose to learn and meet other people. Additionally, we make them aware of our existence through a pleasant experience or event, in many cases in collaboration with the Consulate General or Dutch Chamber. Every year, since 2008.

For us, Hong Kong is the perfect meeting place.



THE FUTURE OF THE EUROPEAN FISHERMAN

Today we will bring you back in time with a story about oyster cultivation in the Netherlands. Be surprised how international this business always has been!

Time flies and the world changed a lot during the past 30 years - not only in Asia but also in Europe. Since we started our business with exporting Dutch oysters ("platte oester"/Dutch Imperial) and mussels, it is good to dive deeper into the oysters.

We go back a little further; 1962 was a terrible year for the Oyster farmers in Yerseke, the Netherlands. Through the cold winter, over 80% of the Native Dutch oysters died and 160 farmers were forced to stop. Many of them emigrated to Australia and Canada to start a new life, most of them setting up new oyster farms. A new life without friends, money and present-day technology; not really the life of an expat as we know it today.

Ten oyster farmers were left in Yerseke and they imported oysters from France to remain in business. However, this wasn't successful so they started with the import of Japanese oysters from British Columbia, Canada. In the Netherlands, we call these "Dutch Creuse", which is nowadays still the most farmed oyster.

In these times, the whole family took care of the business. Racks with roof tiles were located all around the Eastern Scheldt to catch the oyster seed. Ladies and kids removed the small oysters to let them grow in more protected areas until they were ready for consumption (2-3 years). Most oysters were consumed in the Netherlands and Belgium.

First export to Hong Kong

In the nineties, the oyster business was stable, and some farmers slowly started with the first export to Hong Kong. High prices were paid for our famous Dutch Imperial oyster and they bought the whole season. However, there was also competition from other places in the world. They were more active in the relations with the buyers and could supply all year round. What was build up in the 90s and early 2000s was gone as fast as it came.

In 2014 we decided to discover the market in Hong Kong again. Can we do what they did 20-30 years ago? The



French, Irish and Australian farmers did a good job in Hong Kong and have the biggest market share. However, with our native Dutch Imperial we are still unique and belong to the top of the world. In the last seven years, we have build up a stable base of oyster lovers who we supply.

Oyster farmers in the Netherlands also began importing small French and Irish oysters that are ready to eat all year round (triploid). They will grow their last stage (at least one year) in the Netherlands, giving them all the Dutch characteristics.

Oyster future

Oysters are one of the healthiest and most sustainable seafood products. Superfood will only become more popular and we believe in a growing demand. Dutch innovation, high food safety standards combined with a beautiful, delicious oyster will find its way into the market now and in the future.

When the oyster farmer and nature are doing their job, one job remains for us, which is to educate the customer. Why and when to choose what kind of oyster, how to open it and let's not forget how to enjoy it every time!

Freshly shucked Oysters with a good glass of champagne are from all times and we are looking forward to letting everyone in Hong Kong enjoy these beauties for the coming 30 years and longer.



BUILDING ON HONG KONG'S SUCCESS

When the founder of Privium Fund Management worked at MeesPierson, Fortis and ABN Amro, the financial centre of Hong Kong was instrumental to the firms' global business expansion. Therefore, it was logical for Privium to open its first office in Asia here, across the street from where its founder previously worked in Duddell Street.

Over the past five years, Privium's team has witnessed many profound changes to the city and its business environment. While some of these have been challenging, they are confident that Hong Kong remains an important hub for the rapidly growing asset management sector in Asia.

Taking challenges head-on

Hong Kong has always played a unique role in trade and finance. As a bridge between East and West, the city performs a crucial function in facilitating international business and capital. Over the past few decades, mainland China has become an economic powerhouse with both a strong export sector and a huge domestic market. Hong Kong has greatly benefitted from Asia's growth by providing products, services and foreign investment to consumers and entrepreneurs. The combination of a highly educated workforce, robust legal system and market access has proven to be a very successful formula.

However, Hong Kong's success story so far has not been without challenges. Many of us will remember the phrase "this is the end of Hong Kong" expressed by newspapers or observers over the years. Many have predicted the city would not recover. Obviously, they were wrong. Despite the doom and gloom, Hong Kong has always found a way to deal with crises by adapting to the new circumstances it had found itself in. Charles Darwin did not have Hong Kong in mind when writing The Origin of Species, but like all species, the ability to adapt was essential for the survival of this vibrant city.

Seizing opportunities in asset management

One of the ways in which Hong Kong has managed to reposition itself is within the asset management industry. Since Privium opened its office in Hong Kong, there have been many new initiatives to increase the city's attractiveness as an international asset management centre. One example is Stock Connect, which enables investors in Hong Kong and mainland China to access each other's stock markets. Given its early success, the programme quickly expanded to include debt instruments (Bond Connect) and is expected

to soon add wealth management products (Wealth Connect). More efficient, transparent capital flows will benefit economic projects such as the Greater Bay Area and strengthen Hong Kong's role within it.

More recently, Hong Kong has anticipated the trend called the "onshorisation" of investment funds by introducing various new fund structures. Instead of being domiciled in offshore jurisdictions like the Cayman Islands, funds are set up or redomiciled onshore in Hong Kong where they are managed as well. This is a good opportunity for fund managers to create synergies by integrating their operations and funds in one location. Despite the obvious advantage, it is an efficient setup that is not common among international asset managers. Investors, particularly from mainland China, are showing a strong interest and we expect the number of onshore funds to grow in the coming years.



Five years from now, Hong Kong will undoubtedly look and feel very different. While change is inevitable, so are new opportunities. Hong Kong has managed to take its challenges head-on and has often come out stronger. According to Sun Tzu, the ancient Chinese military strategist, opportunities multiply as they are seized. As long as Hong Kong continues to explore and support new opportunities, its future will be bright... and we will be part of it!



GOING BACK AND LOOKING AHEAD

Almost 30 years ago, in the early 90s, I made my first memorable visits to Hong Kong, working as a young graduate for a Dutch Fortune 500 company.

I shared a pattern with many of my Dutch university friends; we were all proudly part of negotiating teams coming to Hong Kong regularly. On behalf of our head offices, we came to negotiate a new Joint Venture or Partnership with a Chinese company to yet again make a new capital investment in China. China was opening up fast following Deng Xiaoping's reform policies from the 80s and Hong Kong was the ideal place to bottom out all the tricky details of endless negotiations.

At the end of many long rounds of discussions, deals were ultimately always agreed which would then allow for exciting visits to the locations in remote provinces where the new manufacturing plants would be built. Though we would stay in wonderful hotels in Hong Kong whilst negotiating, there were obviously no 5-star hotels, highspeed trains or efficient highways yet at all in China. Even key locations such as Chengdu, Wuhan, or Xian (to name a few) were still fairly basic.

Fast forward to 2021, the economic landscape and the capital investment flows involved have changed dramatically. Most large Western Fortune 500 Companies now run, to a large extent, their China activities in an autonomous way through their own (very capable) large local structures based in Beijing or Shanghai (or other multimillion citizen provincial cities).

Furthermore, whereas the capital investment flow was mostly unidirectional from 'west to east' 30 years ago, today there is obviously a huge capital flow too from 'east to global' the growth in capital investments coming from China going into global investments/assets has simply been stunning during the last decade. And until today, Hong Kong continues to be instrumental in this capital flow, thanks to its well-developed legal and financial structures.

And that brings us to the question, what about the next 30 years, and what about the future role of the Dutch Chamber in Hong Kong?

In the long term, I see two major economic trends being of key importance to Hong Kong:

First, I believe it is most likely that the capital flow from China going into global assets will continue to grow during the next



decades. When looking at his GDP, China still has a way to go to obtain its 'fair' share of global assets/investments. It is reasonable to assume that a large part of these investment flows will, no matter what, still be managed through Hong Kong for quite a while. The many advantages for Chinese companies to using Hong Kong can simply not be ignored. Secondly, there is the Greater Bay Area (GBA), already amongst the wealthiest and most developed areas in China. Once it truly starts operating as a mega cluster, this area will be twice the size of Greater Tokyo (~ 40 million people), which is currently the world's largest existing cluster. I strongly believe that the GBA could achieve tremendous growth during the next 10-20 years. A wellintegrated and coordinated province, with a population of almost 85 million people (many well-educated), strongly focusing on new technologies, research and innovations, will offer endless new opportunities for dynamic companies and entrepreneurs.

With its strong business links in Hong Kong, the Dutch Chamber has achieved a proven track record during the last 30 years. Reflecting on the above two key trends, I believe there will be many new emerging opportunities in the next 30 years too. I look forward to shaping the Dutch Chamber's policies and strategies in the near future to continue helping our members in Hong Kong grow their businesses during the next 30 years!



■ By Michiel Mak
CEO EMCS Limited Hong Kong
Chair of China Committee
www.emcslimited.com

DISCOVER HONG KONG THROUGH THE EYES OF LOCAL ARTISTS

Celebrating Hong Kong and the local art scene, Bamboo Scenes was founded in 2017 by Madelon de Grave. A Dutch native with Indonesian roots, Madelon grew up with an appetite to discover the world and a determination to always follow her heart.



After a series of transformative experiences around the world, she arrived in Hong Kong in 2015. Through her work, Madelon created strong relationships with local artists that helped her discover their untold stories and the unseen sides of the city. Driven by her passion for photography and storytelling, she felt the need to offer a more accessible way for art enthusiasts worldwide to engage with Hong Kong's vibrant art scene. It was then that the idea of Bamboo Scenes was born. With the ability to see the art world through fresh eyes, her mission is to build a bridge where the global art community can delve into the Hong Kong art scene and discover the city through the eyes of the best local photographers.

Bamboo Scenes, a curator of exceptional local photography art, aims to bring incredible Hong Kong photography to a broader audience. Not only do they offer wideranging expertise in photography and art, but their team also has deep ties to the local art community, making them always ahead of the game when it comes to discovering and revealing the best local art and artists. They put a lot of emphasis on building a truly exceptional collection of photography art, and that's why they work with an exclusive selection of locally-based artists. Bamboo Scenes tries to curate photography art prints that capture Hong Kong's essence and to look for artists and artworks with a story to tell. By creating an emotional connection between art enthusiasts, the artists, and the artwork, Bamboo Scenes aims to build a vibrant artistic community centred in Hong Kong but with a global reach.

At the moment, Bamboo Scenes exhibits photography art that showcases the city's unique scenes and stories through

the eyes of Hong Kong's most exceptional photography artists. In highly personal pieces, each Bamboo Scenes artist captures the magic of the city in their own distinctive style - including 2020 International Landscape Photographer of the Year Kelvin Yuen, researcher-turned photographer Jeremy Cheung, urban visual artist Elaine Li and more. In collaboration with the Bamboo Scenes team, each artist has developed an exclusive collection of photography art prints that tell their personal stories of Hong Kong through their unique artistic style.



As a progressive photography art concept that uses the city as its gallery, Bamboo Scenes exhibitions will pop up at different locations across Hong Kong, transforming the city into a moveable gallery that continually brings new art experiences to the city.

"I'm very excited to continue to share the stories of our artists and their works." says Madelon de Grave. "Bamboo Scenes will offer a new, more accessible way for art enthusiasts around the world to engage with Hong Kong's vibrant art scene and see the city through the eyes of the best local photographers. We want to push the boundaries of what people think 'art' and 'galleries' can be to create a truly international art brand that peels back the layers of Hong Kong - and the other cities we will eventually expand into."



LET'S DANCE AGAIN!

Let me start with a short introduction; my name is Erik Leenders and since 2010 I represent Dutch company "David Lewis Productions" (DLP) in Asia, an agency active in the bookings management of Electronic Dance Music artists, ranging from Deephouse and House to Progressive, Trance and even Hardstyle.



Creamfields 2018, behind the scenes

We represent a number of artists exclusively and, in most cases, worldwide for all their bookings, e.g. performances. Many of them are, of course, Dutch artists.

So, when there is a party... that's where we come in!

I can't look back at the full 30 years of the Dutch Chamber, as I have only been in Hong Kong since late 2005, when the Chamber was still called the Dutch Business Association (DBA). Coming to Hong Kong as a finance professional (which I still am, also being the group's global CFO), I moved to the exciting world of Electronic Dance Music in 2010.

And in those 11+ years, our industry in Asia and Hong Kong has changed a lot, especially in the last 6-7 years. The rise of social media and the rapid development of electronic music over "traditional" tunes hugely elevated our industry, which also changed the music scene substantially – and Hong Kong was of course not left behind.

Looking back, who would have thought years ago that Hong Kong would actually host several big high profile indoor festivals (for instance, Creamfields, in the Asia World Expo) as well as well-known outdoor festivals (like "Road to Ultra" at West Kowloon Cultural Area) where superstar DJ's like Alesso and David Guetta entertained the huge crowds. Not to mention our "own" Hardwell, Tiësto, and of course DLP's flagship, Armin van Buuren.

Let's also not forget Hong Kong's own homegrown Clockenflap, which has gained worldwide recognition over the years and grew into one of the biggest outdoor cultural events in Asia. Something this small country can (and should) truly be proud of.

But who also would have thought that where we are currently standing would ever happen. The world has pretty much come to a standstill and in particular our industry, which relies heavily on international travel with open borders, packed entertainment venues and big crowds being able to gather together to connect, mingle and enjoy themselves. We are all in the waiting room for these events to happen again. Glimmers of hope are on the horizon, mainly in Europe and North America. Unfortunately, Asia Pacific is lagging far behind...



Erik Leenders speaking at DutchCham event behind the scenes at Creamfields 2018

The outlook, especially in Asia and definitely in Hong Kong, is still bleak and uncertain and no one really knows what the near future will look like.

Still, personally I don't think I will need to fall back on my old trade working in finance. It all may take a while but this industry will revive, as the need and urge for people to have joy and celebrate is simply a basic one.

We may not be able to party as we used to (although we will certainly try on November 11 at the upcoming DutchCham Gala) but as I said before, there is hope. Some markets are already crawling up and I am sure we'll be back on our (dancing) feet again in Asia as well!

Congratulations to the Dutch Chamber on their 30th anniversary and see you all on the dancefloors again soon!



■ By Erik Leenders Group CFO at David Lewis Productions Asia Pacific Ltd www.dlp-asia.com

SETTING TABLES ALL OVER THE WORLD

First of all, our congratulations to the Dutch Chamber for its 30th anniversary. It is a great milestone and Amefa, a member for 15 years, values the continuous support the Chamber has given us all these years.



Amefa cutlery at Quiero Más - Central

This year represents a milestone for Amefa as well, as we are celebrating our 90 years of existence. The 'Apeldoornse Messenfabriek' (Knife Factory Apeldoorn) was founded by Eugen Hollaender in 1931. At the age of 25, he moved from Germany to Apeldoorn, the Netherlands and started his own business in razor blades. In the following twenty years, he developed the Amefa business. However, increasing competition in the forties made him decide to aim at developing and producing cutlery, in addition to razor blades. At the end of the forties, the production of razor blades came to a complete stop and cutlery became Amefa's prime product.

Ninety years later we are proud to say Amefa is one of the main players worldwide in cutlery, tableware and kitchenware. We serve our clients through our seven subsidiaries located in the Netherlands, France, Germany, the United Kingdom, Poland, the United States and Hong Kong. We sell over 500,000 products a day in 65 countries worldwide with 300 dedicated employees who know everything about setting tables, both in Retail & Hospitality. Erik Paul Hollaender was the founder of our organisation in Asia, and as such, he has structured and guided Amefa's successful international development for many years. He was a true pioneer, continuously searching for new production facilities and processes. He settled in Japan and established Amefa Far East Ltd in Niigata-Ken as early as

1968. Amefa has been his life's work. For nearly 55 years, his dedication and relentless energy put into our company's profit have been an important contribution to bringing us where we are today.

We are very pleased to announce that Margje de Boer joined Amefa as Managing Director of our Hong Kong office. With our premium brands Couzon (cutlery and hollowware), Richardson Sheffield (kitchen knives), Medard de Noblat (porcelain tableware) and Lou Laguiole (steak knives and cutlery) we are ready to make the years till our century milestone and beyond count.

Amefa is already set on tables in Hong Kong at The Hari Hotel and the new restaurant Quiero Más in Central and we look forward to setting your tables too.



HONG KONG - A HOME AWAY FROM HOME

Ever since the British established the fragrant harbour, foreigners, including the Dutch, have made Hong Kong their temporary or forever haven. For the Dutch, Hong Kong may have been closer to home than others, sharing many characteristics: close relationship with water and maritime trade, seeing and making opportunities out of nothing, and openness to other cultures and ways of life.

The Old Dutch

Early Hong Kong was all about trade and making as much money as one could. Hong Kong wasn't imagined as a permanent home (though it did become one for some), nor was the mixing of races - Chinese and European - encouraged. Big Dutch companies in Hong Kong included Bosman & Co, Nederlandsch-Indische Handelsbank and Java-China-Japan-Lijn. Not surprising because of the opportunities Hong Kong provided at the time, most of them centred around trading and shipping. In 1921 there were 104 Dutch residents in Hong Kong. Over time the Dutch community flourished: tennis clubs, Sinterklaas visits and much more were established, making it easier over the decades for more Dutch to come.

As Hong Kong evolved into a financial hub with many international firms making Hong Kong their Asian headquarters, so did foreign internationals, including the Dutch. Lucrative expat contracts with attractive salary packages, schooling and medical expenses and flights to and from the Netherlands. More and more Dutch made it to Hong Kong and as plane travel became cheaper, tourists and business travellers were added to the mix.

The New Dutch

As travel became easier and the various financial crises of the 90s and 2000s happened, the lucrative expat contracts are increasingly becoming a thing of the past. With expat packages drying up and companies moving to "local plus" or even only local packages, so has the make-up of Dutch in Hong Kong.

The Dutch are coming at a younger age. Some of them have priorly studied in Hong Kong for an exchange programme, others wanted to go overseas and their firms offered opportunities. And yet others come to the city to follow their partner who has gotten a job, willing to try their luck in finding a job on the generous spousal visas which unlike other places in the region, allow one to work without the



need of a work visa. From January 2019, Hong Kong and the Netherlands have also launched the Working Holiday Scheme, seeing many young Dutch trying their luck in the hopes it will lead to a job.

In 1991 the Dutch Chamber was founded to represent Dutch or Dutch-related companies throughout Hong Kong. Initially being predominantly bigger companies, the makeup has diversified over time, reflecting the changes in the Dutch expat community: including the Women in Business, Young Professionals and SME committees, complementing the more traditional tax and finance committees.

Hong Kong's future

And we're yet again at the eve of change. COVID-19 coupled with local political changes has already changed the make-up of Hong Kong, both local and international. With the outflow of people being greater than the inflow of people, expatriate visas tumbled more than 60% in 2020 and international schools see students leaving.

What the world will look like post-COVID-19 is an unknown. Undoubtfully, a new generation of Dutch will come to the city that never sleeps to seek new adventures, find new opportunities and live their own dreams. And for the ultimate bit of nostalgia, explore Dutch lane.



■ By Annemarelle van Schayik Client Director East Asia at Telum Media www.telummedia.com

EXCLUSIVE INTERVIEW WITH KLM'S EXECUTIVES

On the occasion of celebrating the 30th anniversary of the Dutch Chamber in Hong Kong, we had the pleasure to have an exclusive interview with Mr. Pieter Elbers, President & CEO of KLM and Mr. Toon Balm, General Manager of Air France KLM in Greater China. As a very important business partner of the Dutch Chamber, KLM will celebrate its 50th year of operation in Hong Kong in November 2021.

Can you briefly introduce the KLM history and its history on the Hong Kong route?

Pieter Elbers: For more than 102 years, KLM has been a pioneer in the airline industry and is the oldest airline to still be operating under its original name. In 1919, the young aviation pioneer Albert Plesman founded the aviation of tomorrow. As the first chief executive of KLM he had a dream: "the ocean of the air unites all people", a network that connects all people. By establishing and expanding its network, KLM connects the world, from Amsterdam, with almost 200 worldwide destinations in 2019.

Toon Balm: KLM inaugurated its first flight to Hong Kong on 4th November 1971. It was operated with a DC-8, the PH-DCS 'Alfred Nobel'. This first flight was flown without commercial stopovers; only technical stops were made. The route, as eventually flown once a week with the DC-8 combi, was a flight of 16 hours and 15 minutes and had two intermediate stops: Karachi and Rangoon. There was great joy when permission for the Hong Kong-Amsterdam route was granted in the summer of 1971. KLM already expected a lot from this route at that time, especially because Hong Kong was a crossroads of many air connections and an important trade centre in Asia.

Hong Kong was the first destination in the China market, which has become one of the most important markets for KLM, operating up to 7 Chinese destinations, including Beijing, Shanghai, Hangzhou, Chengdu, Xiamen and Taipei, according to the pre-COVID schedule. In order to meet the unique trends of Chinese customers, KLM has taken every means to optimise its social strategy offering customised products and services for Chinese passengers.

What are the secrets of KLM to keep on going over the past century?

Pieter Elbers: We are aviation pioneers and innovation is in our DNA. We will continue to seize opportunities in the areas of customer experience, digitalisation, sustainability and technology. For example, in February, we were the

first carrier ever to operate a flight partly powered by sustainably produced synthetic kerosene. KLM's history is filled with 'firsts' like that and that's one of the things that sets us apart from other carriers. Equally important are our people – every airline flies the same aircraft; it is the people that make you feel welcome and special.

What is the vision of KLM in China in the near future?

Pieter Elbers: KLM's ambition is to remain an important and responsible player in the airline industry. Our primary objective is to rebuild our network in China together with our Chinese partners, so we can offer our customers the choice of destinations they are used to and connect them with the rest of the world. We are in talks with the Chinese authorities and monitoring the situation closely because this needs to be done responsibly.





Toon Balm

Pieter Elbers

Toon Balm: Chinese customers are always at the heart of KLM. In the future, we will continue to stay close to our Chinese customers and upgrade our services to bring them the most advanced aircrafts, products, and tailor-made services and ensure they have a best-in-class flying experience with KLM.



Congratulations to the Dutch Chamber of Commerce in Hong Kong on their 30th Anniversary!

We are delighted to celebrate this milestone with you and look forward to celebrating many more.



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THE KEY TO LONGEVITY

Hong Kong law firm and DutchCham Gold Member Tanner De Witt, founded by lawyers Ian De Witt and Richard Tanner, opened for business on Monday 2 August 1999. Having met as colleagues in the Hong Kong office of a London law firm and being long-term Hong Kong residents, the two set up shop in early post-reunification times, opening their first office in Wan Chai. Back then, the corporate branding consisted of a red and grey logo that Ian designed on the back of a napkin after enjoying a quiet ale after a hard day's work.

Early important milestones included the first payment of a client bill, hiring their first solicitor, and the first Christmas party they did not have to share with the recruitment firm down the hallway to make up numbers! The early appointment of equity partner Mark Side and shortly after that the arrival of young Canadian lawyer Eddie Look, helped further establish the firm's practice and reputation. Mark and Eddie today head the Disputes and Corporate practices of the firm, each leading a team of more than fifteen.

It has been said that the first three years of a new business can be "make or break". And after three years, that important milestone passed when the office moved to the Lippo Centre in Admiralty, the centre of the legal community, itself a marker of success.

Another significant milestone was winning the prestigious Asian Legal Business Boutique Law Firm of the Year Award at the 2004 Law Awards. The following year, the magazine featured the firm in an article alongside DLA Piper and Minter Ellison, showcasing the fastest-growing law firms in Hong Kong. Ian was quoted as saying: "The firm will grow. We haven't reached our optimum size yet. We want to be bigger because we need a certain size to effectively service certain clients. But equally, we don't measure success by the number of lawyers we have. We are very different in style to the larger city firms."

By 2005 the firm employed more than 30 people – a 127% growth in numbers from 2004 to 2005 – and that growth has continued. The firm now employs more than 100 people and operates from two whole floors of Lippo. The firm has retained its focus on client service, expanding to offer legal services across a wide range of practice areas. Not only that, but staff retention is high, with a good number each year receiving long service awards at the firm Spring Dinner (for staying loyal to the firm since the early 2000s).



Opening the newest office in Lippo Centre - July 2021

What is the recipe for success and longevity? Ian puts much of the success of the business down to people. Good partners, clever people, hard work and a little luck. This should ideally be combined with a clear message and a good understanding of the market you are in. On the more practical side, the firm has always invested in people, technology, and marketing and business development. Finally, you need to create a firm culture that attracts and retains good people.

What does the future hold? A permanent fixture of the Hong Kong business community and a proud Hong Kong firm, Tanner De Witt intends to continue its commitment to providing excellent service to its clients both domestically and around the world. The firm's robust training programme for young lawyers, its award-winning pro bono practice and investment in community initiatives put us in a strong position to face the challenges of the future.



IMPRESSION

FIRST IMPRESSION OF A NEWCOMER

Hans Tabbernal, ABN AMRO Bank, International Desk



A fter being in Hong Kong for almost three months, people expect me to have a pretty good view of the place. A good enough view, anyway, to be invited by the DBA to express this view in their monthly newsletter. After reading this article you may judge for yourselves.

After working for some years for ABN AMRO in The Netherlands, I was asked to join ABN AMRO in Hong Kong in February 1994. The first preparations for this move obviously started in The Netherlands with following several programs (a.o. "Koninklijk Instituut voor de Tropen"), meeting a number of people who had lived in Hong Kong or are still living here and reading a lot about it. Nevertheless, the first thing that struck me on my actual arrival was that the place is far more "booming" than I ever imagined.

Although people in The Netherlands are aware that "it" is happening in this part of the world nowadays, they still tend to speak about the Far East as a region where the economic development and the standard of living leaves a lot to be desired, compared to good old Holland. Well, I found out in these first few months that it is the other way around. Looking at the pace of things, the development of the region and the way of doing business, it seems to me that good old Holland has a lot to learn from Hong Kong and the rest of the region. I admit, however, that you have to see it with your own eyes to believe it.

It might be usefull to illustrate the above with some examples. Working in The Netherlands, it was normal that replying a fax took about 2-3 days in general. On my first working day in Hong Kong, faxes were already waiting on my desk to be replied when I entered the office and in the afternoon people were already calling me to ask whether they had possibly missed my reply coming back. It obviously did not occur to them that I

still might have been used to the "Dutch" pace and was only getting adjusted. Anyway, the lesson to be learned was perfectly clear and I picked up the speed of things quickly this way.

Another example, albeit less favourable to myself, is the property market. One of the important things to do upon arrival is finding a place to live as soon as possible. Well, if it is as easy as finding a real estate agent nobody should worry, but it isn't. Although it has been a nice way of getting to know the place better, inspecting more than 25 appartments as if I were a real estate agent myself is not what I had in mind before. Especially not because as soon as I showed the smallest interest in an appartment, prices would go up with a couple of thousand dollars on the spot. And then I don't even bother you with the nice "concrete" views or the cranes making noisy working hours in the vicinity during the negotiations. Luckily, after two months I found something very nice. In the future, however, I will be the first to admit that the property market is really "booming" in Hong Kong.

Getting to know people, on the other hand, is very easy. The moment you arrive at Kai Tak Airport, people help you and although in my mind it was still the middle of the night, I was immediately invited for lunch by a number of them. I have not found out yet if this is usual but in these first three months I have already had the pleasure at least eight times to have a DBA lunch and therefore have met a lot of interesting people in a short period of time. Even Lamma Hilton by junk with real Chinese seafood has no secrets to me anymore, during "winter". Can you imagine what summer will be like. It is obvious that with this culture of "having lunch with people" my initial idea of loosing some weight (which would be easy because of the heat) has lost a bit of it's momentum along the way. My new ambition is not to gain any and this is up for

adjustment already. So, in the future, it might not be very hard to recognize ine at the DBA luncheons.

Looking back at this first period in Hong Kong I think it will be very hard not to like the place. I, therefore, look forward to meeting you with one of the many activities in Hong Kong to further widen my experience in working and living here.



PASSING THE PEN

Name: Graham Wladimiroff Organisation: Avery Dennison

E-mail: graham.wladimiroff@ap.averydennison.com



Who am I?

A bit of a mix, as you can see from my name, I am Dutch with a British mother and Russian roots. I grew up in the Netherlands but have lived in mainland China and now Hong Kong for about nine years. China has become something of a third home after the Netherlands and the UK. As I am interested in different cultures and cultural differences, I find working in Asia fascinating and energising.

Professional background:

I studied both Common law in London and Civil law in Leiden. I did my law firm training in the Netherlands before moving in-house with AkzoNobel. I spent many years in several different roles, including Board Secretary and Assistant General Counsel for Asia Pacific, based in Shanghai. I moved to Hong Kong for Avery Dennison in 2017.

I moved to Hong Kong because:

I took up the position of Assistant General Counsel at Avery Dennison for the RBIS business group with global responsibility for both the legal and compliance advice and support to this business group. The regional headquarters are in Hong Kong as many of the major brands and customers are located here. The main production units for the business group are located across the border in the Greater Guangzhou area.

My most remarkable story:

Legal advice and recourseonly go so far in Asia. While legal certainty and a transparent legal system exist for the greater part in certain developed jurisdictions like Hong Kong and South Korea, other jurisdictions, like China and India, require a far more risk-based and pragmatic

approach. Therefore, this requires the company lawyer to think risk-based instead of just in terms of right and wrong and focus on practical but ethical solutions.

I have dealt with numerous compliance issues in Asia in my career, but the one that stands out is when a parcel of land in China was earmarked for sale to the company I was working for. The local authorities, without us knowing, had 'kindly' sold it to a third party for safekeeping as the option on the land would otherwise have expired. In parallel, we found out that some former employees had stolen production know-how and were offering a competing product to our customers. That business stopped when the factory they had built exploded. It turned out the third party that owned that factory was the same company taking care of the land for the local authorities! The land was transferred and we lived happily ever after.

I find most of my business contacts through:

I strongly believe in building networks, particularly in Asia, where much is down to benchmarking, solving issues through connections and discussing how to "read the tea leaves". As a lawyer, I have my legal networks, for instance the International Bar Association and the Association of Corporate Counsel, and organisations like DutchCham and in the past, the EUCC. I have joined the China Committee of the Dutch Chamber, where I am fortunate to join colleagues who also have a first-hand experience of what it means to do business in this fascinating place called China.

One day I will be:

Somewhere in Europe, another great continent to hang out.



30 YEAR OF CHANGES IN HONG KONG TAX

Compared to 30 years ago, the business environment has changed significantly due to globalisation and technological advancements. Significant changes also happened in the global and Hong Kong tax landscape. We take this opportunity to summarise the major changes in the Hong Kong tax legislation over the past 30 years.

Salaries Tax

- Introducing the following tax deductions and allowances under Salaries Tax:
- Relaxing the requirement for the election of personal assessment by allowing married persons the option to elect personal assessment separately.

Deductions Allowances

Elderly residential care expenses, home loan interest, contribution to recognised retirement schemes, insurance premiums on voluntary health insurance scheme, annuity premium and mandatory provident fund voluntary contributions

Personal disability allowance, additional child allowance for the year of birth, dependant grandparent allowance and dependent brother and sister allowance

Preferential Tax Regime

Introducing the following preferential tax treatments under Profits Tax:

- Two-tiered Profits Tax rates the first HK\$2 million of assessable profits are subject to half of the normal Profits Tax rate
- Treasury centre the qualifying profits derived by qualifying corporate treasury centres are taxed at 50% of the normal Profits Tax rate
- Aircraft leasing the qualifying profits derived by qualifying aircraft lessors and qualifying aircraft leasing managers are subject to 50% of the normal Profits Tax
- Ship leasing the qualifying profits derived by qualifying ship lessors are exempt from profits tax, whereas profits

derived by qualifying ship leasing managers are either exempt from profits tax if the recipients of the ship leasing management services are affiliated corporations, or taxed at 50% of the normal profits tax rate if the recipients are independent third-party corporations.

- Investment fund the profits derived from transactions in qualifying assets and incidental transactions thereto by entities qualified as a "fund" are exempt from Profits Tax
- Insurance the assessable profits of a corporation derived from the business of reinsurance as a professional reinsurer, the business of insurance as an authorised captive insurer, specified general insurance business and general reinsurance business as a specified insurer and qualifying regulated activity as a licensed insurance broker company are eligible to be taxed at 50% of the normal Profits Tax rate
- Public investment fund authorised and certain bona fide widely held mutual funds, collective investment schemes and unit trusts are exempt from tax.

Tax Deduction under Profits Tax

Providing additional/accelerating tax deduction on specified types of expenditures:

- Research & Development Expenditure The first HK\$2 million spent on a qualifying R&D activity will enjoy a 300% deduction and expenditure beyond that will enjoy a 200% deduction.
- Intellectual property rights Expanding and introducing tax deduction on the acquisition of patent rights, rights to know-how, copyrights, performer's economic rights, protected layout-design (topography) rights, protected plant variety rights, registered designs and registered trademarks



 Building refurbishment, computer and manufacturing equipment, environmental protection facilities and installations – Accelerating tax deduction on these types of capital expenditure.

Double Tax Treaty

- Putting in place the necessary legal framework for Hong Kong to implement the exchange of information and other initiatives of international tax cooperation.
- Limiting the amount of double taxation relief to the amount that would be granted had all foreign tax minimisation steps been taken.
- Giving a statutory basis to the cross-border dispute resolution mechanism (i.e. mutual agreement procedure and arbitration) and advance pricing arrangement.

Transfer Pricing ("TP")

Introducing TP legislation, which requires Hong Kong entities to adopt the arm's length principle and prepare compulsory TP documentation. The TP documentation requirement is consistent with the global standard of three-tiered TP documentation, which consists of the master file, local file and country-by-country report.

Automatic Exchange of Financial information ("AEOI")

Putting in place the legal framework to implement AEOI

with other reportable jurisdictions relating to the financial account of tax residents of the reportable jurisdictions or held by passive non-financial entities whose controlling persons are tax residents of reportable jurisdictions.

Advance Rulings

Providing an advance ruling system under which a person may apply to the Commissioner of Inland Revenue for a ruling on how a provision of the Inland Revenue Ordinance applies to the person or the arrangement specified in the application.

The global tax landscape is continuously evolving. The OECD is still working on a new proposal to address base erosion and profit shifting ("BEPS") problems, which is also commonly known as "BEPS 2.0". Hong Kong will likely introduce new legislation for BEPS 2.0. Therefore, one should keep abreast of the latest developments and assess how the changes will impact their businesses. In case of doubt, professional advice should be sought.



■ By Willem Jan Hoogland

David Lo ■

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HONG KONG MON AMOUR

It is a pleasure to write a piece reflecting on Hong Kong on this festive occasion of the 30th anniversary of the Dutch Chamber of Commerce in Hong Kong. On a personal note, 2021 is also the 20th anniversary of my being a resident of our territory, so indeed an auspicious year as far as I am concerned!

The development of Hong Kong has been fascinating not only to study but to have had the immense fortune and privilege of being able to experience. When the Commodore of all the British forces of the Opium War, Sir James John Gordon Bremer, planted the British flag to claim possession of the territory on January 26th, 1841 - in the spot today known as Possession Street, in Sheung Wan - he could of course never have imagined the future spectacular growth and development of the small fishing port that Hong Kong then was. Despite numerous very major and severe typhoons, epidemics beginning with the Great Plague of 1894 (which lasted until 1929!) all the way until present day COVID-19, social unrest on numerous occasions, many severe financial crises, strikes, horrific mass fires with many fatalities, attacks from groups crossing into Hong Kong from China etc. etc. the territory has continued to survive and to thrive. The newspaper and magazines declaring the "death of Hong Kong" have been many during the last decades, yet they have always been proven wrong.

Our Hong Kong today would have been physically and even geographically unrecognisable to Sir James Bremer. If you take the tram, our beloved "ding ding" from Western

District to Causeway Bay, you will be riding, more or less, along what was the coast of Hong Kong Island when the British colonisation started. Around a third of our population now resides on reclaimed land, and as much as 70 per cent of Hong Kong's commercial activities is also on reclaimed land. Hong Kong now has 7,000 hectares of reclaimed land, half the size of massive Lantau Island. Of course, Hong Kong is also more crowded today. When the Union Jack was raised over Possession Point, the population of Hong Kong Island was about 6,000, mostly Tanka fishermen and Hakka charcoal burners living in several coastal villages. In the 1850s, large numbers of Chinese emigrated from China to Hong Kong due to the Taiping Rebellion. Today the S.A.R. has a population of 7.5 million!

While most sights would be unfamiliar, except perhaps the beaches and villages of some of the outlying islands, there are undoubtedly things that the Commodore would recognise. The Cantonese language heard all around him would sound familiar, notwithstanding the fact that Cantonese continues to develop and evolve with almost the same speed as the construction projects that are always around us. The fact that mainland Chinese often refer to it



as "Hong Kong dialect" underlines this, as it is meant to differentiate it from the Cantonese spoken in neighbouring Guangdong Province. Hong Kong Cantonese has many local expressions, influenced not only by the English language but also by current events through the decades.

The smells of Hong Kong would also be familiar: the name Hong Kong is after all the phonetic translation of the city's Cantonese name 香港 (heung gong), which literally means "Fragrant Harbour". This reflects the trade in fragrant incense, which was very important at the time. Walking by or visiting the many temples that Hong Kong has (over 600), one can smell the same fragrant incense as in 1841. Walking through the neighbourhoods selling traditional Chinese medicinal herbs, dried fruits and dried fish, and once again the smells and sounds would be mostly unchanged.

And of course, the taste of Hong Kong has not changed. While some local foods were the direct result of colonial influence (egg tart, mango pudding and even Hong Kongstyle milk tea), others have remained intact or evolved from the 19th century, such as char siu (literally meaning "fork roasted" (siu being burn/roast and cha being fork, both noun and verb) after the traditional cooking method for the dish: long strips of seasoned boneless pork are skewered with long forks and placed in a covered oven or over a fire.

But above all, what makes Hong Kong so very special, apart from the sights, sounds, smell and tastes, are the people of Hong Kong. Down to earth, pragmatic, hard-working and with a wry sense of humour, the result of a mix of influences and experiences handed down from generation to generation. Often taxi drivers provide valuable insights into a society, and I always find it worthwhile to speak to them wherever I am. Hong Kong is certainly no exception.

The very first taxi I took, having just arrived in Hong Kong, had the driver asking me what brought me to Hong Kong: when I replied that I was working for a bank, to my surprise he immediately asked me which one. When I told him it was ABN AMRO, his quick response was, "oh...share price not so good this morning "! I quickly understood that money was the key catalyst in Hong Kong.

Years later, I had a taxi driver that I used for all my trips to the airport and back, and increasingly "Taxi Uncle Lau" became my only taxi driver. He was an interesting character, having once been quite wealthy and having owned several Mid-Levels properties – which he loved to point out to me whenever we passed - but having borrowed far too much to be able to do so. With the Asian Financial Crisis



in 1997 he lost everything, including his marriage, and to this day is still repaying the banks and the unofficial triad lenders. Despite this dramatic shift in fortune, he is one of the most optimistic and positive human beings I have ever met. We developed an unlikely relationship, in which he saw his mission as teaching me the most obscene Cantonese swearwords and expressions, and I milked him for local knowledge and history. And yes, today I am indeed able to shock polite Hong Kong company with some of the words I know.

Most recently, an elderly taxi driver who had been driving since the 1970s spent the whole ride, and a good half hour afterwards parked in front of my residence, telling me about his adventures during the time that he was the personal driver of a woman who was also the head of the local triad gangs. Hong Kong is certainly never boring!

It is this combination of great people and a perfect geographic location for a crossroad, coupled with first-class infrastructure and historical understanding of both east and west, that has attracted foreign businesses to Hong Kong for many decades. Luckily several individuals had the foresight not only to recognise this, but to build something positive and valuable around this in 1991. It is them that we thank 30 years later as we celebrate this milestone of our Chamber!



■ By Daniël de Blocq van Scheltinga Managing Director at Polarwide Ltd www.polarwide.com

GOING BACK IN TIME WITH THE GENERAL MANAGERS

The Dutch Chamber would not be where it is today without the work of the General Managers and office teams. For this anniversary edition, we spoke with the current and previous managers about their time at the Chamber.

In which period were you General Manager of the Chamber?

Jacqueline Baud: I started at the Dutch Chamber in March 2011, with a totally new crew. The Marketing Manager Faith Fung had started two months before and Helen Yong joined as Office Manager in June of that year. In April 2017 I left because we were moving to the Netherlands that summer.

Muriel Moorrees: I took over a stable and financially healthy Chamber from Jacqueline Baud in February 2017. The task for the team and me was to further professionalise the Chamber. In my 4,5 years at the Chamber, we transformed from an event-driven association to a more support-driven organisation, with a stronger focus on advocacy, services and other added values for the benefit of our members.

Tom Bakker: I am the current General Manager of the Chamber and started in May 2021, when I took over from Muriel.

What kept the Hong Kong and Dutch business community busy during that period?

JB: The membership base started to include more and more entrepreneurs and smaller companies, often young people taking the step to set up a business in Hong Kong. It was a good time to do so, as the economy was building up after the financial crisis of 2008. Being a very resilient market, Hong Kong had recovered quickly from the crisis, and our members wanted to benefit from this.

What kept many Hong Kong citizens and the business community busy was the right to choose their leader, which started the umbrella revolution. For months, tens of thousands of people, of whom many were students, camped in the streets. It was amazing to see everyone in the streets protesting so peacefully and orderly. All across the city's districts were so-called "Lennon walls", big and small, covered with colourful post-it notes with the thoughts and wishes of the Hong Kong people.



Tom Bakker

MM: In February 2019, political tensions were fuelled in Hong Kong when the - later withdrawn - extradition bill was announced. A period of uncertainty for individuals and companies started and changed the landscape indefinitely. Months of peaceful and escalating protests followed, and when the extradition bill was finally withdrawn, protesters' demands had already expanded to include action on deeper social grievances. As a Chamber, advocacy of our members became even more important, but also the strength of having a close-knit Dutch business community for whom we could organise special roundtable sessions to share knowledge and support to deal with this difficult situation.

Early 2020, the novel coronavirus outbreak hit the still divided society. Furthermore, in June 2020, China imposed the new national security law for Hong Kong which deeply concerned the (international) community as it had a wide range of consequences for the freedom of Hong Kong as we knew it. Meanwhile, the chosen zero-local-case policy



Muriel Moorrees

to deal with COVID-19 was also keeping the city in its grip. All this has taken a toll on the city's economy and the businesses of DutchCham members.

TB: Even during my brief time at the Chamber, several remarkable events occurred in Hong Kong. Besides the aftermath of political-economic developments, COVID-19 still dominates the news and business agendas. The zero-case target of the Hong Kong government came under increasing scrutiny from the business community, as borders for international travel remain closed. When some perspective for shorter quarantine restrictions was created in the summer of 2021, these measures were quickly reversed for Dutch nationals after a few weeks. It led to a scramble for quarantine hotels, confusion and frustration among our business members. Where, how and when this situation will end, nobody knows. But it is clear that we, and Hong Kong, will be dealing with the pandemic for longer than we all hoped.

What were some highlights during your time at the Chamber?

MM: I have enjoyed several great and interesting moments and special events at the Chamber. This year the fifth edition of the Chamber's Mentorship Programme will take place; a unique programme matching enthusiastic young professionals with senior executive members. It's a great way to learn, develop and inspire each other.

Another great moment was organising the Business Awards Gala in 2019 with the team. The theme of the night was 'Game Changers', focusing on sustainability.

In 2019 we joined the NLinBusiness network, a public-private association that supports Dutch SMEs who want to expand internationally. I was very proud our Chamber was accredited with the NLinBusiness quality mark as one of the first five best achieving Chambers worldwide. The official ceremony has not taken place yet, due to the coronavirus restrictions.

And for the past two years, I have enjoyed working with the Board of Directors to set strategic goals to further prepare and strengthen the Dutch Chamber for a challenging future. Furthermore, we have increased cooperation with several stakeholders to explore the Greater Bay Area (GBA) and within the Netherlands to increase our visibility and encourage companies to come to Hong Kong. The Chamber plays an important role in re-launching Hong Kong's image and emphasising the positive points of doing business in Hong Kong.



Jacqueline Baud

JB: First and foremost, working with so many different, inspiring, and fun people in Hong Kong. A highlight was to reinstate the tradition of a Business Awards Gala evening. This event had not been held for many years and we were able to have a sold-out evening in a beautiful setting, celebrating leadership and entrepreneurship among our members.

We set up various groups for professionals working in different industries or people with a specific interest, such as the Finance Committee, the Creative Committee with all sorts of art and creative events. The Women in Business initiative was launched, the Food and Agri Committee - in close cooperation with the Dutch Consulate- and a Young Professionals Committee to attract more young members.

A special event has also been our pop-up store, which we organised together with the Swedish, French and the German Chamber. Alongside the Business of Design Week, we ran our pop-up store for a month with around 25 businesses selling their products or services and with lots of events around it.

TB: My motto is, "the best is yet to come". I look forward to future highlights, such as the 30th Anniversary Business Award Gala in November 2021, though I thoroughly enjoyed my first three months at the Chamber. One highlight was this year's Herring Party – memorable as it was the first large-scale physical event after a long period of online events. It was sold out in a few hours and members were almost running into the Royal Hong Kong Yacht Club - it was a party never to forget.

Overall, the diversity and variety of the position keep on generating extraordinary moments – both with our amazing office team and with our wonderful members. I cannot wait for things in the years to come.

BOX OF HOPE

Can you imagine not receiving a gift during the festive season, not being able to wrap your baby in a cosy blanket or bathe your baby with soap? Can you imagine there are families out there unable to afford to buy a toy or a rattle for their children? Join us as we crowdfund our campaign to build a 'Box of Hope' to bring joy and comfort to young babies across Asia.



For 4 years, I have been involved with the charity organisation Box of Hope - looking after the logistics, finance, checking the boxes and being the right hand to the CEO, Sian Taylor. With this article, I would like to raise awareness for the organisation and the upcoming crowdfunding campaign. Most of you who have children between the ages of 6 to 10 will be familiar with the charity Box of Hope. You might even have helped your child decorate a shoebox and filled it with items like a toothbrush, soap, toothpaste, toys, notebooks and pencils. A box of joy that children in need will receive during the festive season - a gift that they usually never get.

For those who don't know, Box of Hope was started in 2008 by Hong Kong expats Nicole Woolhouse and Harriet Cleverly through a desire to teach their own children the joy of giving at Christmas time. Today, Box of Hope collects and distributes over 30,000 boxes each year. The boxes are packed with gifts by Hong Kong school children, sorted and packed in cartons by around 120 volunteers and distributed to children in need in Hong Kong, China, Macau, Philippines, Nepal, Cambodia, Vietnam and Thailand.

You might be wondering why we need monetary donations as an organisation entirely run by volunteers and assisted by students. A large proportion of our expenses is for transportation and shipping (around 280,000 HKD). Furthermore, not all the boxes are equally filled. We will add extra new toys, notebooks, essentials and more to make every box special and equal. The demand for the

boxes is high and children tend to make boxes similar to their own age group (3 - 10), so we always run out of baby and teenage boxes.

To fulfil the need of baby boxes (age 0-2), we will start a crowdfunding campaign in October to raise 250,000 HKD. With this money, we can make 1000 boxes for 1000 babies to be distributed in Hong Kong, Vietnam, the Philippines and Cambodia. Each box will include:

- Something to love and play with: soft toy, rattle, baby book
- 2. Basic essentials: diapers, baby blanket, soap, wet wipes, bibs, bottle, toiletries etc.



If you would like to donate, please go to our website (www. boxofhope.org) and click the 'donate' button.

Perhaps you are looking to organise a nice team-building event in November? You can come and help us with checking the boxes. We organise company tables in exchange for a donation. Don't hesitate to get in touch with me!



■ By Mildred van Beelen Volunteer at Box of Hope www.boxofhope.org

GREEN CAPABILITIES, NOW!

This issue is about celebration, standing still and asking: what have we achieved in the past decades? About a decade ago, plans were made to solve the waste problems, i.e. the growing amount of waste ending up in landfills, foreseen as filled by 2019.



The number of 1.38 kg waste per head/per day should go down by 40%, which is, fair enough, a reduction of waste and a noble goal. But was it realistic? The number has gone up since, to 1.50+ kg per head per day, and is still growing. The World Bank published numbers for many countries and Hong Kong was listed as 2.0 kg per head per day for the near future, based on growth of the economy.

A waste-to-energy plant should bring relief. But the plan to have one in Hong Kong in 2022 was already too late to achieve relief, even more as 3000 tons of waste per day capacity is less than 20% of daily generated waste. It is now scheduled for 2024, 2025 or even later?



Organic Waste Treatment Facilities should relieve the burden of food waste, currently estimated at 3650 tons per day, again, directly to the landfill. One facility established, let's say two, with a 200 tons per day capability, in my math, that is 400 tons per day and nowhere near what is needed.

The list could go on. My sincere hope is that with this celebration, we understand these issues, try to find solutions, how to finance this and foremost, get going! Because the solutions are there to make Hong Kong proud of its great city and to be the number 1 clean city in Asia; to turn its eye to a green future, where clean energy, zero waste, no plastics and clean water are key objectives for a healthy life.

My hope is to accelerate speed, to discuss with professionals and government officials what needs to be done and what can be done. The world is at the break of disasters and climate change. It is now that we need to cooperate and break down barriers. This is not about politics; this is about survival and cleaning up our beautiful Earth.



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

HONG KONG AND CHINA 30 YEARS AGO

In the year DutchCham's precursor, the Dutch Business Association (DBA) was established, your author took an oath. In the courtyard of the "Kasteel", aka the Royal Military Academy in Breda, raising two fingers and stating the words "Dat zweer ik" earned him his commission as an officer in the Royal Dutch Air Force and a Royal Decree signed by Her Majesty, Queen Beatrix, herself. In that year 1991, Hong Kong was still a distant ambition.

But not a complete unknown. Quite the contrary, two visits to the then Crown Colony six months on either side of the Tiananmen Square massacre left an indelible mark. The resulting decision to make this place home one day was one of the easiest ever made.

Granted, these visits were for the 1988 and 1989 Christmas holidays, with the best weather of the year and mainly showing the Hong Kong of expatriate life. A sheer unending sequence of black-tie parties, junk trips and Ferrari and Rolls Royce rides. Leisurely sunny afternoons watching the Dutch field hockey squads at So Kon Po, next to Hong Kong stadium. An aerial reconnaissance trip in a private plane operated by a KLM Captain from old Hong Kong Aviation Club right by the side of the infamous Kai Tak airstrip. This was not exactly a replica of everyday Hong Kong life.

None of the experiences at the other end of the scale dispelled any of the magic of Suzie Wong's city, though. Not the old Walled City and its higgledy-piggledy residential towers prompting fears of imminent collapse. Not those towers' ground floor shop windows displaying dentures -second-hand dentures, mind! Quite the opposite, to me the charms of this city lie in its traditions and history: give me covered sidewalks, the smell of incense and a ride on the Star Ferry any time!

In 1991 though, Hong Kong history was at a crossroads. On one hand, the Joint Declaration was signed despite the Iron Lady's protestations that if China did not agree to negotiate properly on Hong Kong, "we will just keep it". On the other hand, the Basic Law adopted by the National People's Congress in Beijing and Deng Xiaoping succeeded, at least in terms of handing over formal positions of power, by Jiang Zemin.

Jiang was a catalyst for the more optimistic mood starting to replace the rather bleak general sentiment in the immediate aftermath of Tiananmen Square. A former mayor of Shanghai, Jiang was busy getting his supporters from the "Shanghai clique" appointed to key positions in Beijing. By contrast to the hardline styles of career soldier Deng and

his Tiananmen henchman Li Peng, the Shanghai bureaucrats were expected to be more commercially minded. This gave rise to hope among the principal China observers of the era, foreign businessmen under heavy pressure to capture a sizeable chunk of the fastest-growing developing market in the world.



That their feedback to headquarters was overwhelmingly positive is no surprise. The optimism they exuded was self-serving, as any business development manager would immediately attest to. Optimism is not just a sufficient but also a necessary condition to obtain the investment funds to give yourself a chance at success. And insofar these businessmen saw political reform as relevant at all, they saw it as an optional and not a necessity. The money early movers continued to make in China even after the Tiananmen crackdown proved that view.

Perhaps it was not a coincidence that the DBA was set up in this climate of growing optimism, despite the Tiananmen setback. To say that local Hongkongers, either themselves or sons and daughters of refugees from a China showing its true face on 4 June 1989, were apprehensive is an understatement. However, in the years to follow, even Hong Kong's principal democrats like Martin Lee directed criticism at the British "hypocrisy" of advocating Western-style democracy for post-1997 Hong Kong, after allowing none of the sorts during 150 years of Colonial administration. These views expressed by arguably the most anti-communist lobby supported the argument that China might be the "least of two evils", thus further reinforcing the nascent optimism. I was not here when the DBA was set up, but I suspect that





"DBA icons" KK Yeung and the late Joop Litmaath would agree with this assessment.

Speaking for the traditionally sceptical legal profession, the climate of optimism also triggered a cautious hope that just perhaps, the increased receptiveness to business arguments would cause mainland China to see the wisdom of adopting at least some of the more fundamental concepts enshrined in western legal systems – including Hong Kong's.

Lawyers and business people alike would argue that such concepts are a necessary condition for investors to entrust their assets to a local economy. An independent and impartial judiciary, not courts staffed with military officers without any meaningful legal training. Indiscriminate and consistent application of laws and regulations, not the "protect the local economy at all costs" directives by the Supreme People's Court. And the right to challenge decisions by government authorities, in particular when they act in a quasi-commercial capacity, not the de facto immunity for Chinese state-owned enterprises in vogue at the time. In short, the rule of law, the comfort provided by the "lex and iustitia" on the newly crafted Harvard Law School shield.

The reality is very different in China. Law and justice are tools of those in power, specifically aimed at ensuring they stay in power. There is no meaningful way to challenge decisions by PRC government authorities and that is deliberate. It must be said that the Chinese leadership have played expertly to the gullibility of foreign investors and have done so consistently since the start of the Open Door policy in the late 1970s. Promises are couched in generous but deliberately vague terms, allowing for the proponents to sustain the positive tone in their feedback to HQ. Against the background of a world seeing China and its economy grow irreversibly, the gullible carried the day, the world wanted to believe that their investments will be safe in Chinese hands.

Thirty years, a vilified Last Governor, a rainy handover, many Tiananmen vigils and several years of violent and debilitating protests later, Hong Kong now faces a Chinese leadership that has put its foot down. Despite the delayed intervention, it has been perfectly consistent in its strategy. Never at any cost will it surrender absolute control: not of its currency, not of its judiciary and certainly not of its one-party system. Those that thought China might move towards a Hong Kong legal system instead of the other way around have now conclusively been proven wrong. Brought down to its essential function, Hong Kong is no more than a convenient way to benefit from the free flow of capital without having to expose China's own economy to the perils that it brings.

How this bodes for the Dutch Chamber, only time will tell. The best we can hope for is that Beijing will leave Hong Kong's commercial and tax laws alone and foreign investors will be persuaded that this hands-off approach will be sustained until 2047 and beyond. The recent creation of a specialist tribunal for national security cases, complete with judges pre-selected and appointed by the government (instead of the judiciary itself), does not do much for confidence levels. Should Beijing seek to implement its absolute control on the commercial courts in a similar way, I fear the days of Hong Kong as an investment destination and major capital markets player are numbered.

The damage would be permanent and irreversible and Hong Kong will end up as just another city in China, most likely a satellite district of Shenzhen. Rather than join the ranks of the gullible by expecting, I resort to expressing hope that Beijing will realise Hong Kong's value and leave its "lex et iustitia" as is. With a bit of luck and common sense, DutchCham will complete its next thirty years in Hong Kong and I hope to be around to witness it!



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



PHOTOS OF PREVIOUS DUTCH BUSINESS AWARDS GALAS

2011 2013













2015 2017















2019

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.

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