

DUTCHCHAM MAGAZINE



INTERVIEW WITH A CHIEF

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LEAD STORY

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Maarten van der Dussen
- ProductIP

Klaas van Mierlo
- EduFax

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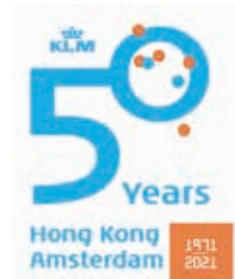
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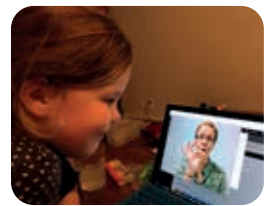
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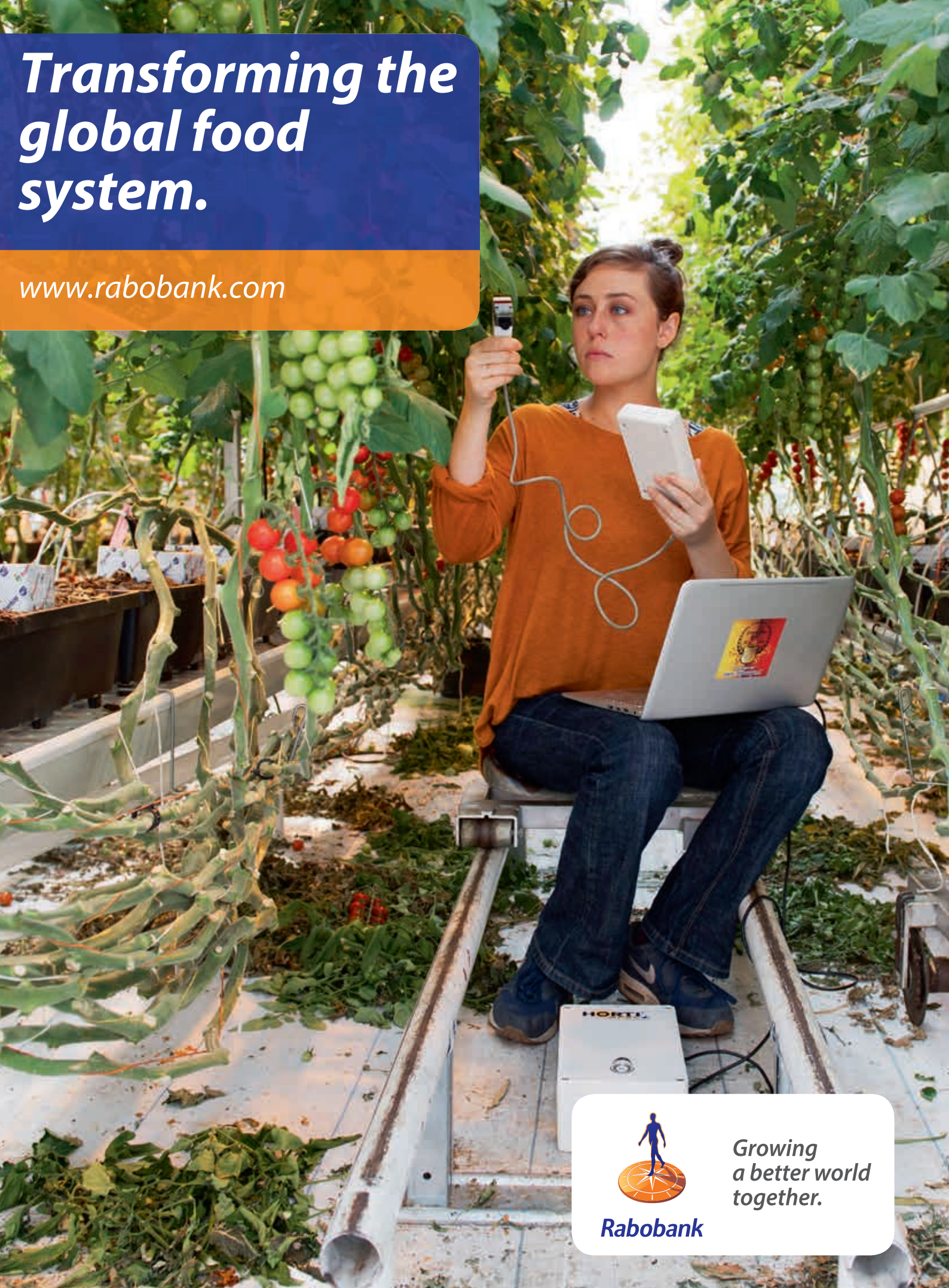


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CHINA



By the time you are reading this, all of us should have recovered from the 30th Anniversary Business Awards Gala - what a party it was! A completely sold out, glamorous ballroom with great food and drinks, terrific company, a very worthy charity, spectacular entertainment and genuine fun. We could not have wished for a better way to mark our Chamber's 30th anniversary and to celebrate the success of our most innovative and entrepreneurial members.

Congratulations again to the nominees and winners of this year's Business Awards and thanks to the Dutch Chamber office team and the many volunteers and sponsors for making this happen. I am very proud to be part of such a vibrant community.

By now, we should have also made some progress with reopening the border between Hong Kong and Guangdong province. The "gradual and orderly" reopening will allow a limited number of Hong Kong residents to enter mainland China without undergoing quarantine and then gradually increase that number if all goes well. Although many of us are understandably focussed on the resumption of quarantine-free travel to and from the rest of the world, for those of us with business interests in mainland China, reopening with China is key. Needless to say, this goes for a large number of local and international businesses in Hong Kong.

Hopefully, all does go well, and Hong Kong manages to increase its vaccination rates (especially among the more vulnerable older age groups) and/or its infection tolerance levels and to prevent or control local outbreaks and work towards reopening with the rest of the world in 2022. Hong Kong is, after all, the natural connector between China and the rest of the world and there are no credible competitors to take that role within the near future.

In this China issue, we have several members writing about their business with China, the role of Hong Kong in it and general views on the relationship between Hong Kong and China. Furthermore, in Interview with a Chief, we proudly introduce one of our newest Gold Members, ProductIP, where CEO Maarten van der Dussen highlights the need for product compliance.

As the end of the year is in sight, I wish you all a very merry Christmas and a successful, healthy and quarantine-free New year.

Jan Willem Möller

KNOWLEDGE IS THE KEY TO SUCCESS

Product quality, safety standards, environmental and labour conditions: product compliance is an important process happening behind-the-scenes of each product you use. **Maarten van der Dussen, Managing Director and owner at ProductIP** tells us about their innovative Compliance Tracking System.

■ By Zuba Adham-Bos

Please tell us a bit about yourself and ProductIP

I have a background in purchasing in the shipbuilding industry, after which I spent many years in the testing, inspection and certification industry. I was responsible for global activities of the Dutch testing, inspection and certification company KEMA. In my period at KEMA, I ran across many trading and retail companies that were struggling with problems with their products in the market. Market surveillance authorities, but also increasingly consumers, were challenging product quality and issues like environmental and labour conditions. However, product makers had no idea where to find all the applicable requirements for the products. There were basically two questions: How can companies access legal, buying or other requirements? And how can this information be transported through the supply chain without being lost?

So from there the idea for ProductIP was born, which was in 2008, together with a former colleague of KEMA. ProductIP's Compliance Tracking System is an online tool because it must be available in all places in the supply chain in the relevant time zones. It contains all applicable compliance requirements for non-food products. As we found that companies have difficulties with what needs to be printed on the packaging, such as recycling symbols and other information, we added this service too.



pharmaceuticals, fairground attractions and some categories of medical devices. And in that scope we already see monthly more than 400 (!) changes in legislation and technical standards. So our users are always up-to-date about the impact of the changes on their products.

We have a team continuously collecting requirements and searching legal sources in all EU member states and increasingly worldwide. It is all public information, but the question is: what applies to my product? So our tool starts

from the product. It asks questions about the product features and gives you a list of product compliance requirements and documents you need to make your product ready to sell. We make complex legislation understandable and actionable.

What does ProductIP do in Hong Kong and China?

About 60% of our users are Chinese companies. Our primary service is online, but we have a help desk in our Shenzhen office, mainly for Chinese suppliers that have questions about the software. Besides technical support, we also answer questions we often hear, such as: "Why do I need to provide so much evidence?" We explain to them that there are legal requirements and buying conditions from the retailers. In Hong Kong, we do exactly the same but aimed at trading companies' offices instead of manufacturers.

About ten years ago, we started "Compliance Tuesday", a weekly meeting where we discuss specific compliance topics at our offices in the Netherlands, Germany, UK, France, Hong Kong and Shenzhen. Since the pandemic, we have moved Compliance Tuesday online and have increased our reach. Initially, only existing ProductIP users attended, but increasingly non-users are joining too, because they learn something and can talk with others in the industry; there is no competition on Compliance Tuesdays. Everybody has the same problem needing to comply with legal requirements.



It is all public information, but the question is: what applies to my product?

We serve many retailers in Europe because we are the only company providing product compliance in this way. Many consultants are doing the same work we do, but we have automated the process and put it online as Software as a Service (SaaS). We are active in all industries, except food,

A lot of trouble can be prevented if you work in a consistent, predictable way – which is difficult initially.

Who are your customers and how do you reach them?

For now, the majority of our customers are retail companies and trading companies – the ones in between the supplier and the consumer. Originally, we focused on the EU, but we have been receiving requests from other countries, such as Norway, Iceland and Switzerland, as well as Eastern Europe, Russia, and the United States. Step by step, we are increasing our geographical scope.

We usually reach our customers by referral and through the process. For example, if a retailer becomes a customer and has 400 suppliers, all these suppliers will start using our platform. Some of the suppliers then begin to think, “if it is important for this retail client of mine, it might be important to other retailers too”. Then they start to do it for all their products and make it into a standard operating procedure. For whoever they want to supply then, they have all product compliance information readily available, making them a preferred supplier for traders and retailers.

What are some changes in the industry over the past five years?

First, the focus was only on legal compliance. There was no interest in what environmental organisations were saying as it was not in the commercial interest of companies. But the public’s awareness has increased. There has been more demand for social compliance aspects, such as how the manufacturer handles its waste, are children involved in the production, are the materials sourced in an environmentally friendly way, and so on. Governmental regulations have also become stricter in these regards. One of our main goals is transparency in the supply chain and enabling

access for consumers to more and better information about what they buy. For example, by QR codes on physical products or buttons in web shops, leading you to a page with background information about the product.

Another development is that with the rise of e-commerce, many new players in the market do not know or care about product compliance. These sellers often find something cheap online and sell it with a high margin. The product may look similar to a decent product, but most of the time it is not compliant with legal requirements or safety standards. So there has been more attention to creating a fair marketplace and more and more companies call for more supervision by governments or governmental bodies. Usually an industry wants less supervision, but it is the opposite now, as it benefits serious and decent companies.

What are the future plans of ProductIP?

We want to further grow, implement and raise awareness. Because we have acquired so much data by now, we can show companies that by systematically working in the way we propose, they can actually be more successful, save money and have less trouble in the market.

We have case studies of companies where the number of recalls and trouble they had with products in the market has demonstrably decreased, because of consistency, in this case through ProductIP. By continually asking the same questions to suppliers and making them more aware that they need to comply. Suppliers then start to figure out that business becomes easier and margins increase when they are more predictable. A lot of trouble can be prevented if you work in a consistent, predictable way – which is difficult initially. We always say it takes courage to start doing that, but once you have it as a routine in your company, you really begin to see the benefits.

Anything else you’d like to share with our readers?

Knowledge is the key to your success. In today’s world, you will be more successful if you’re organised and knowledge-based. Product compliance has become a normal part of doing business in a competitive world, just like arranging logistics and organising sales.

Compliance training in Hong Kong



“MADE IN CHINA”

You may not recognise the name “The Investment Company Europe b.v.” but many households in the Benelux have our products at home. We sell products for in and around the house through our 18 brands with 1,500 unique items.



We are a combined Dutch and Chinese team operating from China with offices in Hong Kong and Amsterdam. By combining our individual qualities and expertise, we stand out in product development mainly produced in China and sold in the Benelux. All our products capitalise on current market trends and are available at good prices.

The Chinese team is mainly focused on development, sourcing and buying. They are the point of contact for local manufacturers and suppliers. By combining local knowledge and western management, they are always looking for new and innovative products by visiting trade fairs and factories and simultaneously keeping an eye on the western market. In this way, we are up-to-date on newest trends and discounts so we stay current in our sales market.

The Dutch team works on a strategic level on our assortment and directly serves our clients. The combination of our Dutch and Chinese teams makes us very flexible; we can shift and make changes quickly. We often launch a product in a few months, so our idea-to-market time is quite short.

We have developed several successful products through good partnerships with factories, which led to long-term commitments with two Fortune 500 companies. This means they recognise our qualities and trust us to develop and market products under their brand.



However, our goal is to offer value for money, for example, by being on top of the whole process and setting high standards.

There is still a stigma around products “made in China”. Regrettably, people often think this means that products are of bad quality. This is due to discount stores and online marketplaces prioritising quantity over quality. However, our goal is to offer value for money, for example, by being on top of the whole process and setting high standards.

We visit our manufacturing facilities, do our own quality control checks, and choose the best factories to safeguard a stable and good quality. Being close to the source and understanding Chinese business are the main factors of our success today.



■ By Kevin Braam
Director at TIC Europe Limited
www.ticeurope.com

DOING BUSINESS IN CHINA 2.0

For people with a strong entrepreneurial spirit, China has a lot to offer. Especially in the fields of international trade, economy and infrastructure, the country has undoubtedly become one of the most advanced countries in the world.

Western companies and entrepreneurs moving their production line to China's inland cities are creating promising prospects for the future. As a prospective importer, you want to make the right contacts right away and not get lost in the gigantic array of business opportunities in the Chinese market.

Nowadays, the Chinese government makes it quite attractive for Western companies to do business in China's inland. Inland regions have lower tax rates for foreign companies than coastal regions.

In 2021, it takes a little more than a well-stuffed wallet for a Western entrepreneur to successfully import products from a country like China. It is important that the entire purchasing process continues to run smoothly.

Optimising the entire import process and continuously monitoring the non-European supply chain have become essential components of running a successful business. This gives Western companies and entrepreneurs the guarantee that the quality of imported products remains high and consistent.

Why optimise the supply chain process outside Europe?

Optimising the supply chain process outside the EU can contribute to the success and growth of a (start-up) company in several ways. As Director of Quality Control (QC) China and Coolen China, I have been involved in all kinds of supply chain-related matters in China and other countries outside Europe for more than eighteen years.

From my personal experience, I know that the - sometimes quite confusing - Chinese business culture can be an obstacle, especially for inexperienced importers. This often makes it very difficult for most start-ups from Europe to build a solid network of reliable business relationships in China.

The consequences of COVID-19 for Western entrepreneurs

The COVID-19 pandemic has also had a significant impact on the Chinese supply chain. For example, the global shortage of sea containers has driven transportation costs from China to a record high over the past year.

The ongoing COVID-19 measures and lockdowns also create little prospect for entrepreneurs who want to travel



Ties Coolen in Shanghai, November 2019

independently to their suppliers in China, for example. Entrepreneurs who still want to build a successful business in China in 2021 will need a watertight business plan.

The importance of quality inspections

For optimal product quality outside Europe, it is important that entrepreneurs can intervene in the entire production process without being present at the manufacturer itself.

Professional quality inspections can help companies to achieve this, as these inspections can prevent and solve a wide variety of problems in the supply chain in a timely manner. This way, the quality of the products remains constant and possible production errors are reduced to a minimum.

Purchasing and outsourcing processes

Coolen China focuses mainly on purchasing and outsourcing processes for large, small and medium-sized companies. For example, we research suitable suppliers for our customers and map the quality and pricing of products.

In practice, we can take an active role on behalf of our clients throughout the entire purchasing process in China. We coordinate most of the work from 's-Hertogenbosch in the Netherlands. The executive function is performed from our head office in Shanghai. Together with partners in Ningbo, Yiwu, Nanjing and Shenzhen, we are in direct contact with suppliers in China.



■ By Ties Coolen
Director at Quality Control (QC)
China and Coolen China
www.qcchina.nl

We are excited to share with you that we have raised an amazing amount of

HK\$ 148.720

for the Charity Against Child Abuse during our 30th Business Awards Gala on 11 November! Thank you to all in-kind sponsors and all the donations of our guests.

Hopefully, the money will be of good use for all the great projects Against Child Abuse is doing for this very important cause!



Against Child Abuse
防止虐待兒童會

CREATING A SAFE AND CARING ENVIRONMENT FOR CHILDREN

**“Child abuse can be prevented if children’s best interests are taken as a priority by the Hong Kong society”
- Against Child Abuse**

Against Child Abuse (ACA) was established in 1979 as the only non-governmental organisation specialising in child protection in Hong Kong. Children and their families are our principal service targets. Our mission is to promote a caring and non-violent environment for the optimal growth and development of children. We shoulder the roles as a trainer or an educator, a child protection agent, a counsellor or a therapist and a child advocate. Additionally, we strive to eliminate all forms of child abuse by providing preventive, crisis intervention and remedial services and advocacy work.

The work of ACA began with a hotline 42 years ago and has since expanded to provide a comprehensive range of child protection services in Hong Kong.

Hotline Service

It provides a channel for the public to report suspected child abuse cases and raises public awareness towards the need to seek support in crisis. It is also a support line for parents with parenting difficulties and for the voices of children.

Child Abuse Investigation

Acting on reports of suspected child abuse, our social workers will pair up to provide outreach services and the necessary investigation. Timely and appropriate follow-up services are rendered after child abuse and family needs risk assessments. In the process, ACA brings together inputs from multiple professional disciplines.

Casework and Therapeutic Services

ACA provides counselling services for those with parenting or disciplining problems. We also offer therapeutic services for the abused and the abusers. The aim is to enhance family relationships, parenting skills and prevent the occurrence and recurrence of child abuse.

ACA Child Protection Institute

The institute organises certificate training courses for professionals or companies on handling suspected child abuse, from its identification and assessment to subsequent management. We provide consultancy services for corporates or establishments in formulating their own policy on Child Protection. Public education and work with schools and children are other strengths of our institute.

Home Visitation Projects

Prevention is better than cure. ACA pioneered an innovative home visitation project in 1997 to prevent child abuse from the start. It aims to equip new parents with knowledge and skills in nurturing their newborn babies, providing emotional support and supporting positive parenting augmented by community resources for families and infants. Over the years, ACA has extended this service model to assist families with different needs and to various districts of Hong Kong.

Public Education

We organise community education activities, such as carnivals, bus tour promotions, exhibitions, game booths and more to raise public awareness on the prevention of child abuse and on positive parenting.

Child advocacy

As a strong child advocate, ACA longs for a sturdy child protection system in Hong Kong. We work on various areas, notably child policy, child legislation and child services. Recently, ACA is pleased to see that the Law Reform Commission of Hong Kong has recommended a new “failure to protect” offence for robust child safeguarding. We are also pleased that the government has agreed to enact legislation on mandatory reporting of child abuse. We will continue to advocate for other child-related issues, including the banning of corporal punishment. Our advocacy motto is that every small step made will lead to a huge difference in the life of children.

Every child is precious, unique and is the future of society. Protecting children from abuse is the responsibility of all. It is hoped that the government and all sectors of society can continue to work together to create a caring and safe environment for our children.

All proceeds of the auction at the DutchCham Business Awards Gala 2021 went to ACA.



■ By Donna Wong
Director at Against Child Abuse
www.aca.org.hk

THE ROLE OF HONG KONG AS THE CARBON CREDIT TRADING CENTRE FOR CHINA

COP26 (short for the 26th United Nations Climate Change conference) held in Glasgow is now in our rear mirror view, and we are looking ahead to next year's COP27 in Egypt. While some of us are carrying on with our daily lives, hopefully more are carrying on with the commitments we collectively made to help fight climate change in the crucial decades before us.



Several agreements made the headlines such as, i) meeting next year to pledge further cuts to carbon dioxide emissions to keep temperature rises within 1.5 degrees Celsius, ii) an explicit plan to reduce the use of coal, which accounts for 40% of carbon dioxide emissions, iii) more money to help developing countries to cope with the effects of climate change and make the switch to clean energy, and iv) phase-out of subsidies that artificially lower the price of fossil fuels such as coal, oil, or natural gas.

Amidst the flurry of agreements, you can easily overlook the agreement on carbon dioxide emission credit accounting and trading rules, arguably one of the more tangible outcomes of the "Glasgow Climate Pact".

Hong Kong's potential role as a premier carbon trading centre for China and the region

The carbon trading rules agreement is a significant step in the right direction to help standardise how governments and companies can create, value and swap credits, paving the challenging way towards a global carbon dioxide emissions credit trading system.

In essence, carbon credits (typically a permit to emit the equivalent of one ton of carbon dioxide) allow companies to compensate for the greenhouse gas emissions that they cannot avoid or reduce through their own energy efficiency efforts or transitioning to renewable energy sources. One way to create carbon credits is through projects that remove emissions, such as carbon capture and planting forests. This should be a positive development for Hong Kong's broader ambition to become Asia's Green and Sustainable Finance Hub through taking on the role as a carbon trading

centre of excellence for China, which itself pledged to become carbon neutral ("Net Zero") by 2060 as one of the two largest economic powerhouses that fuel both the global economy as well as greenhouse gases.

Hong Kong as an International Financial Centre (IFC) possesses many of the right ingredients to become the premier (voluntary) carbon trading centre of excellence for China and perhaps the region due to its i) access to capital and international investors through its well-established capital markets, ii) access to domestic talent with ESG, finance (and FinTech), governance and risk management expertise through its world-class universities (such as Hong Kong Polytechnic University, University of Hong Kong, Chinese University, Hong Kong University of Science and Technology), iii) access to supportive and world-class regulators, and iv) access to a supporting infrastructure of professional advisors such as accounting firms, law firms, management and risk consulting firms.



This should provide opportunities for domestic and international professional services firms to help realise carbon credit trading in Hong Kong, but also specialised firms who can bring the technical expertise to reduce or remove greenhouse gas emissions to create carbon credits to trade.



■ By Prof. Lapman Lee
Professor of Practice
(ESG, FinTech, Governance) at HK PolyU
Managing Director at Triniton Advisors
lapman@trinitonadvisors.com

AMEFA IN CHINA

The role of Amefa in Asia is twofold. On the one hand, we sell in Asia; on the other, we source from Asia.



Amefa Tmall Store

The Amefa office in Hong Kong, Amefa International Ltd, is focused on the sales and marketing of our brands in the Asia Pacific region. Mature markets for Amefa in this region are China, Australia and Singapore. We are actively developing a dozen other countries in Asia, amongst which India and South Korea.

China, and especially the online business, has been a new market for Amefa since 2016. The focus in this market is on higher-end products, which are produced partly in China, partly in other Asian countries and for the high-end knives and some Couzon branded items we still have production in France.

The differences between online business in Europe and Asia are numerous:

- Chinese customers want brands; they attach high importance to the brand itself, its origin and its reputation.
- The Chinese customer wants its products quickly; we initially started with a small stock of our products in a Tmall warehouse in Germany. We rapidly moved on to the next step, which was to put our products in one of the Bonded warehouses in China: The Chinese client is unwilling to wait.
- The quality requirements for similar items are much higher in China than in Europe; where European customers settle for the quality they receive, the Chinese online customer checks everything, from the packaging to the finish of the products and the overall look. Plain packaging is not an option in China.
- The Chinese customer is used to being entertained, through influencers, short videos and discounts.
- In Europe, best-selling cutlery sets will be 24pc (setting for 6 people) and above. Chinese customers like to receive individual sets (4pc), which is more challenging considering the logistic costs.

It is safe to say that China is a challenging yet interesting territory to develop.

In addition to China as a sales market, China is also one of our producing countries in Asia for the Amefa Group. We have had a successful and stable business in Asia since the early 60s and have built a stable network of partners. Since the early '80s, we have been producing in China and our office in Hong Kong manages our two Quality and Sourcing offices in China.

Over the years, doing business in China has changed tremendously. First of all, the market has become much more transparent; this is in many ways a very good development for mid- and higher quality brands like Amefa. More transparency also allows brands the opportunity to connect and engage with their customers even better. Secondly, in the last two years, the largest changes set off. The COVID-19 situation sped up the digital business connection, reduced product development lead time, and gave production partners more responsibilities. On the other side, it also separated those with a weaker communication and supply chain model from the stronger ones.



Understanding that Chinese companies think fundamentally differently from the Dutch and do not pursue western thinking has led us to stable business partnerships in China. Many of these partnerships have a long history and a long-term outlook. That long-term goal of doing business is also embedded in our Amefa DNA, a business culture with over 90 years of experience in the Cutlery and Kitchenware business and almost 60 years of business in Asia.



■ By Amefa International Ltd

SNAPSHOTS IN CHINA

Hong Kong is often mentioned as the “stepping stone” to mainland China. The China Committee has a special focus on organising events related to mainland China, as many of our members do business with China or even lived there before.

We asked committee members the following questions:

1. What is your most memorable experience with China?
2. Where would you take your family and friends in China?

Graham Wladimiroff
VP & Assistant General Counsel
Asia Pacific

www.averydennison.com



1. Where to begin? One of the reasons many love working in and with China is the many fascinating experiences it generates. One experience that may resonate with the reader relates to how I tried to ensure colleagues visiting Shanghai from Europe or the US would not go home thinking life in China is only about 5-star hotels and drivers. Far from it, living and working there can be extremely challenging at times.

In this case, my plan worked out perfectly. I made a point of picking up the colleagues from the hotel in a taxi. Of course, the seatbelts were safely tucked away under the cover on the backseat, as protecting the seat is number one for any decent cabby in Shanghai. Next, the driver showed off his assertive driving skills outdoing the best of roller coasters on the way to the li-long, one of the few remaining local, traditional quarters in Shanghai. So far, so good.

We took a stroll through the area with its messy but lively streets, rundown buildings and graphic wet markets. Having observed various gentlemen doing a convincing job of clearing their throats, I was asked if women did the same. As if on cue, the next lady passing in the street obliged. Just a few minutes later, we saw another lady holding a live chicken by its legs, chatting to some men. She had a moped with a small barrel on the back with steam coming out. A second later, the live chicken was dropped into the pot. And so it went on.

The point to make was that, if this was Shanghai too, then perhaps it would be easier to understand some of the challenges we faced as a company in China.

2. Travelling in China is like the Matryoshka, the Russian doll in a doll. The more you discover, the more you realise there is to find. However, number one would be the Great Wall at Mutianyu, which continues to amaze however many times one visits it.

Annemarelle van Schayik
Client Director East Asia
at Telum Media

www.telummedia.com



1. Growing up to become an adult. I left the Netherlands when I was 18 – for what was initially to be a gap year between high school and university. Little did I know that I would fall in love with the Chinese culture, the language, the food and most of all, the people. China then was very different to China now:

- Internet was largely unrestricted – Google worked just fine and I opened my Facebook account in Beijing as no one had or even knew what Hyves was!
- Cash was everywhere – finding an ATM that would take foreign bank cards was an absolute nightmare when there were no e-payment systems, nor did most shops accept credit cards
- Streetlife was wonderful – the most amazing food for just 2-3 kuai (this was long before there were any food safety concerns)

2. Depends on the kind of family or friends. If this was the first time outside of Europe, I would keep it simple and easy by visiting Beijing, Shanghai, Hangzhou, Guilin and Xi'An.

If they're a bit more seasoned, I'd take them into Yunnan and Sichuan province and really go off the common tourist trails. It's where life in mainland China is not yet as much changed as it is in the tier 1 cities. And of course, travelling the old fashioned way: in a slow 30+ hour train in the hard sleeper trains (go Google it – it's basically 3-story bunkbeds in coupes of 6 without a door). You'll experience a wonderful side of China with kilometres of landscapes flashing by, strangers chatting, drinking baijiu and playing games. Not for the faint of heart.

The Winners of the Business Awards 2021!



**Health Impact Award
sponsored by Philips
Winner: Joyce Smith
Gleneagles Hospital Hong Kong**



**Dutch Solutions Award
sponsored by The Dutch Consulate
Winner: Timothy Mak
Signify Hong Kong**



**Sustainability Award
sponsored by Tanner De Witt
Winner: Tom Uiterwaal
Reconergy Hong Kong**



**Entrepreneurship Award
sponsored by Leo Wealth
Winner: Alice Poon
ProductIP**

CHILDREN ARE THE STARTING POINT

An international relocation is quite the change and navigating education and Dutch classes abroad can be a challenge for parents. At Edufax, they provide solutions for these kinds of challenges. **Klaas van Mierlo, CEO at Edufax** tells us more in this interview.

■ By Zuba Adham-Bos

Please tell us a bit about yourself

I started as CEO of Edufax in April 2021, so in the middle of the pandemic. I've been working worldwide in education, mainly in management positions. My first job was with the United Nations when I left for Zambia right after graduation. Ever since I've always been in an international position, but now at Edufax I'm only a 15-minute drive away from my home in the Netherlands.

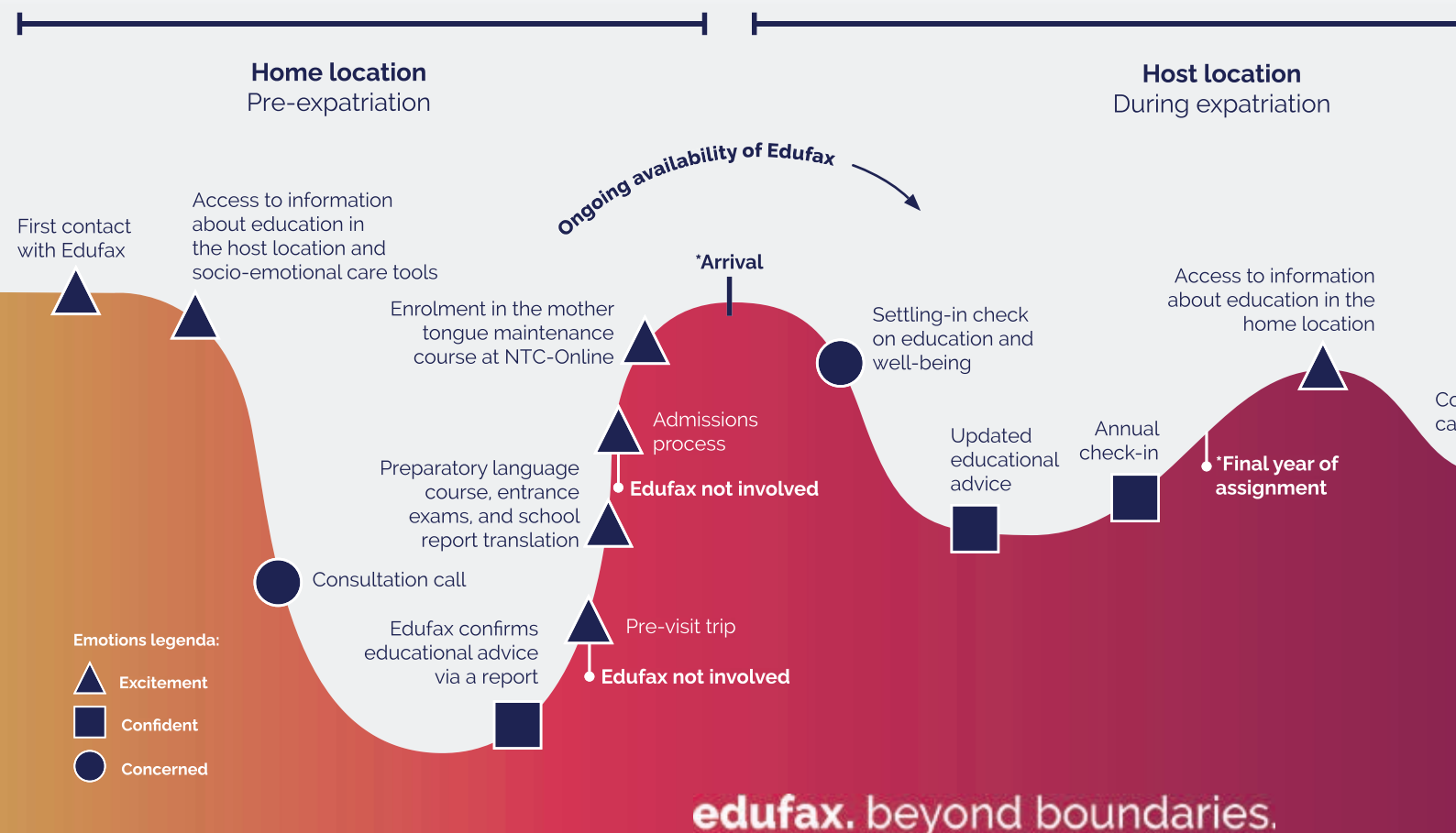


"Edufax" comes from. We still provide distance-learning programmes of the Dutch language, but now it's online by video calling and email. Our team of teachers is very dedicated and teaches the Dutch language and culture, what we call

"NTC online" (Nederlandse Taal en Cultuur). Through the years, we have developed in other directions as well, such as providing other languages with partners.

What does Edufax do?

Edufax started thirty years ago by providing Dutch language courses to children who moved abroad. As there was no global use of the internet back then, the lessons and homework were sent by fax – which is where the name



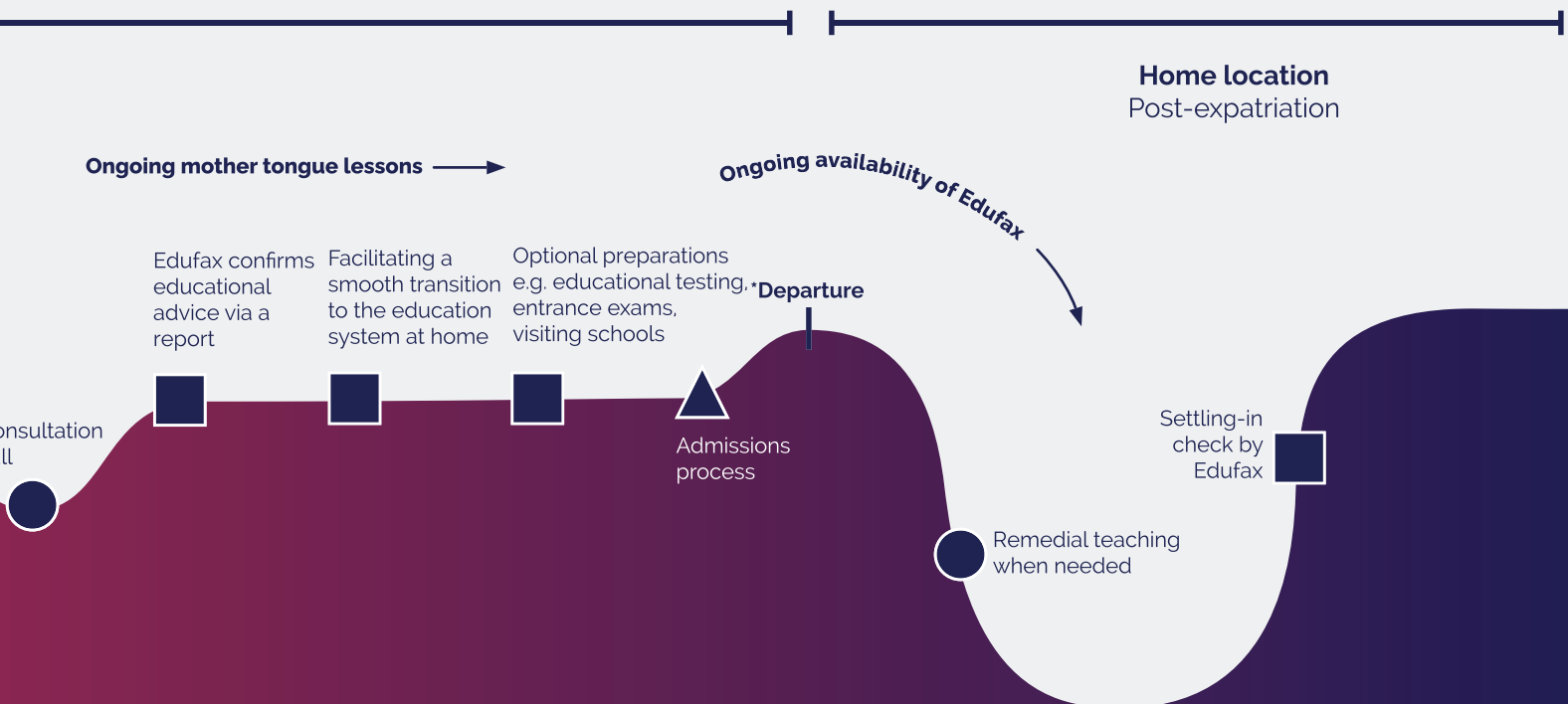
Our strong asset is having the best teachers around. They are very experienced, have been in the business for quite a while and genuinely enjoy working with the students.

The other main part we do is educational relocation services for families who are relocating internationally. It could be moving between countries outside of the Netherlands or leaving/returning to the Netherlands. We will look for the best education solution for a child abroad. The child is always the starting point; we look at what is best for the child as a person and for their further educational path. We also consider your next steps, such as plans to move to another country in a few years before moving back to the Netherlands. When children have been living abroad for a long time, coming back to the Netherlands, they might have language issues or a hard time engaging socially outside of school. Having said that, children are very flexible.

We serve private families, but the majority of our clients are corporate clients who use our services for their employees. There have always been cases of families moving back to the Netherlands because the children couldn't find their way in the new country. When a child is not happy, the parent and thus employee is not happy. And when the employee is not happy, the employer is not happy. I've seen it since I was in Zambia more than 30 years ago, but at the moment we have seen this increasingly because of the pandemic. The pandemic has significant impacts on children moving abroad, as they have difficulties getting to know their new environment and building a social circle due to lockdowns and social distancing. We have developed a new service that we call "Transition care", giving tools to the children and parents to address this kind of issues.

What do Hong Kong and China mean for your business?

We have a lot of experience with people moving to these countries and have several students in Hong Kong. Within China, there are many regional differences. And Hong Kong and China are different from each other too. So that means that very often our approach needs to be



Read the full family story on www.edufax.nl (navigate to 'news')



different and localised as well. When supporting a family, we always take the local situation in to consideration and do research on local education options, which is completely different depending on whether you're moving to Shanghai, Beijing or elsewhere in China.

We have seen a slowdown in international relocations. Corporate clients have sent fewer people abroad due to the pandemic, which also affected us. Right now, we do see an increase again, especially to countries that have been opening up, like the United States. However, many companies are also thinking about "what if there is a pandemic again in the future?", what does that mean for employees abroad?

On a global scale we see a trend among companies who are hiring internationals on local contracts instead of initiating temporary assignments for expats. I believe working abroad will go back to pre-pandemic levels and even higher. For many assignments and roles, it is better to work on the spot than remotely. Especially if factories are involved, where you need to supervise or optimise processes: you cannot do Lean Six Sigma without visiting in person.

How is Edufax changing the game in the industry?

There are many relocation companies of which some may give advice on schools, but they often simply provide an overview of which schools are available. Our business is different because we assess the child, take its personal needs and future plans in to consideration to find which

curriculum fits best. Our in-house team of consultants is fully international and therefore our knowledge of education systems is extensive.

Distance learning is being done by other companies too, but our strong asset is having the best teachers around. They are very experienced, have been in the business for quite a while and genuinely enjoy working with the students. Strong bonds between teachers and students have been formed through video calls. The other day a family that moved back to the Netherlands came into the office for an assessment. The teacher came in as well and it was the first time the children saw their teacher in real life; there was immediately a lot of joy and hugging!

The soul of Edufax is what is best for the child, even though sometimes it is commercially not the best option. But the child comes first; commercial interest is secondary. The passion for the child's well-being makes working at Edufax a great experience and makes us appreciated by clients and parents.

Is there anything else you would like to share with the Dutch community in Hong Kong?

Keep up the spirit and take good care of your children. If the child and thus parents are happy, there is less pressure and stress. It also prevents having to prematurely relocate or cancel a work assignment due to personal reasons. We can play a role in the child's happiness – our reward is the positive feedback we always get from the families.

PASSING THE PEN

Name: Jim Bakker

Organisation: Moelis & Company



Who am I?

Born and raised in Amsterdam, I decided to move to Kunming, China in 2017 to study Chinese after finishing my undergraduate studies. I had been to China twice before and remember being awestruck on my first trip by the sheer size of Shanghai, the population of my whole country in one city. I have spent the last five years in Asia, of which three in Kunming and Shenzhen, and nearly two in Hong Kong. To me, living in Asia, especially Hong Kong, means there is never a dull moment. My hobbies include discovering new food, outdoor activities including hiking and wake surfing, and art.

My professional background is:

During my undergraduate degree, I studied economics and law and I hold a postgrad in economics and a postgrad in business analytics. I started last year in Hong Kong working for Siemens Digital Industries Software. As part of my internship, I supported the Mendix sales team in Singapore, a Dutch low-code company acquired by Siemens in 2018. It was a great opportunity to work with multi-cultural teams across Asia in a start-up environment.

Having an economics background and an interest in finance, I decided to pursue a career in finance. My professional interests could be described as a mixture of data analytics, finance and sustainability.

I moved to Hong Kong because:

Hong Kong has a lot to offer, both professionally and personally. As Asia's financial centre and window to China, I wanted to start my career in Hong Kong. In addition, Hong Kong is by far the most international and multi-cultural city in

the region. In terms of leisure, Hong Kong offers a plethora of options, ranging from eating exquisite food to enjoying breathtaking views.

I work for:

I currently work for Moelis & Company, a boutique investment bank advising on strategic decisions such as mergers and acquisitions, recapitalisations, restructurings and other corporate finance matters. As an analyst, I mainly focus on restructuring projects, for which I have to do research on a variety of companies in the Asia Pacific region, predominantly mainland China.

My most remarkable work story is:

With the ongoing turmoil in certain Chinese sectors, work hasn't been idle, to say the least. After just one month at the firm, I started working on a headline-covered project which far exceeded my expectations early on in my professional working life. Having this kind of exposure was one of my key motivations to start my career in Hong Kong.

I find most of my business contacts through:

The events and activities the Dutch Chamber organises. I currently participate in the Chamber's mentorship programme, which has been an excellent initiative to build a professional network. In particular, my mentor shared invaluable experiences and contacts with me.

One day I will be:

Travelling by motorbike from Central America to Argentina, exploring new cultures and cuisines and perhaps writing about my experiences abroad.



MAINLAND CHINA OUTBOUND REMITTANCE

Mainland Chinese tax authorities require foreign institutions and individuals to go through certain procedures before outbound remittance can be made from mainland China, to mitigate the risks of loss of tax revenue.

According to the Bulletin [2013] No. 40 ("the Bulletin No. 40") issued by the State Administration of Taxation ("SAT") and State Administration of Foreign Exchange ("SAFE") of mainland China, which has been effective as from 1 September 2013, outbound remittance of the following payments (except those specifically exempted) in the amount exceeding USD 50,000 (or any other equivalent currency) is required to perform tax registration in mainland China before the remittance can be made:



1. Trading service payments made to foreign institutions or individuals in return for their provision of services including transportation, tourism, telecommunication, construction & installation, labour subcontracting, insurance, finance, computer & information, patent granting, culture, sports & entertainment, other commercial and government services;
2. Remuneration payments to foreign individuals in return for their work performed in mainland China;
3. Dividends, profits, interests, guarantee fees, donations of non-capital transfers, compensations, taxes and occasional payments made to foreign institutions or individuals;
4. Payments for finance leasing, transfer of immovable properties, transfer of equity interests and other legitimate investment returns to foreign institutions or individuals.

According to the Bulletin No. 40, the Applicants only need to perform a tax registration by submitting a completed tax registration form (the 'Form') together with the underlying documentation, such as a copy of a sealed contract/agreement and the transaction proof, to the relevant mainland Chinese tax authorities before the outbound remittance. In general, the tax authorities will immediately stamp and return one copy of the Form to the Applicants

for the latter's banks to process the proposed outbound remittance. The tax authorities will then review the Form and the underlying documentation supplied by the Applicants, which is generally completed within 15 days after receipt of the documents.

New exemption on tax registration

According to the Bulletin No. 40, profits earned by foreign investors from direct investment in mainland China and reinvested in mainland China at the amount exceeding USD 50,000 are required to perform tax registration in mainland China. However, such requirement has been exempted pursuant to the Bulletin [2021] No. 19 ("the Bulletin No. 19") issued by SAT and SAFE, which has been effective as of 29 June 2021.

Simplified procedures for multiple outbound remittances made under the same contract

Under the Bulletin No. 40, for multiple outbound remittances made under the same sealed contract/agreement, the Applicants are required to perform tax registration (i.e. to submit the Form, but no longer the underlying documentation) for each subsequent remittance made. However, according to the Bulletin No. 19, the Applicants are only required to conduct the tax registration once prior to the first remittance and are no longer required to perform any tax registration for the subsequent payments governed under the same contract/agreement.

Conclusion

It appears that the mainland Chinese tax authorities have been relaxing and simplifying the tax registration requirements. Nevertheless, the rules governing the tax liabilities arising from outbound payments to foreign institutions/individuals have not been changed. Indeed, the simplified tax registration requirements might create the risk of missing out on the tax payment obligations. Therefore, one still has to be well aware of the tax obligations regarding the outbound remittance.



■ By Willem Jan Hoogland

HKWJ Tax Law & Partners Limited
www.hkwj-taxlaw.hk



David Lo ■

CHALLENGING ARBITRAL AWARDS BEFORE THE HONG KONG COURTS

Whilst an agreement to settle disputes through arbitration means that the parties have contracted to have their dispute resolved away from the Courts, an aggrieved party can still (in limited circumstances) challenge an arbitral award in Court.

This article gives an overview of the main avenues available to the parties to challenge an award before the Hong Kong Courts and then offer some guidance on how parties in an arbitration can minimise the risk of an award (which is generally treated with finality) from being challenged.

Setting aside an award under Section 81 of the Arbitration Ordinance

Section 81(1) contains an exhaustive list of grounds for setting aside. The grounds do not involve a review of the substantive merits or correctness of an award, but rather concern procedural defects. These grounds include: (i) invalidity of arbitration agreement; and (ii) inability to present a case.

Challenging an award on the grounds of serious irregularity under Section 4 of Schedule 2

Another method of challenging an award is to apply to the Court under Section 4 of Schedule 2 on the grounds of serious irregularity affecting the arbitral tribunal, the arbitral proceedings or the award. However, the provisions under Section 4 of Schedule 2 are optional. A challenge under these provisions is available only where the arbitration agreement expressly provides that these provisions are applicable, or where the opt-in provisions automatically apply in certain cases – yet, these automatic opt-in provisions do not apply if the parties agree so in writing.

On a successful challenge under Section 4, the Court may remit the award to the arbitral tribunal for reconsideration, set aside the award, or declare the award to be of no effect.

Appealing on a question of law under Section 5 of Schedule 2

Section 5 of Schedule 2 sets out a procedure for applying for leave to appeal to the Court of First Instance on any questions of law arising out of an arbitral award. However, as with challenging an award on the grounds of serious irregularity under Section 4 of Schedule 2, the provisions under Section 5 of Schedule 2 are optional and only apply where the arbitration agreement expressly provides so.

In determining an appeal, the Court may confirm, vary, remit an award for reconsideration by the arbitrator considering the Court's decision, or set aside the award.

Takeaway practical tips

Parties who choose arbitration, rightly, expect that process to result in a final award which resolves the dispute. It will be frustrating to learn that the award can still be challenged by the counterparty after so much time and financial resources have been invested in obtaining that award.

If parties wish to minimise the possibility of an award being challenged, the following should be considered:

1. Before entering an arbitration agreement (to avoid the parties from challenging the award based on invalidity of the arbitration agreement under Section 81), the arbitration agreement must be properly executed by the parties. For example, if the parties are companies, the agreement should be signed by representatives who clearly have the authority and capacity to do so on behalf of the companies;
2. When commencing arbitration proceedings (to avoid the parties from challenging the award based on inability to present case under Section 81) the notice of arbitration and other relevant arbitration papers must be properly served on the respondent.
3. At the merits hearing, any complaints in relation to procedural irregularity of arbitral tribunal during the arbitration proceedings should be raised, so that such irregularities can be duly addressed by the tribunal itself (rather than subsequently by the Court).



■ By Pamela Mak, Partner
Kevin Warburton, Partner ■
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HONG KONG'S ROLE IN CHINA

Pecunia non olet

"Apolitical" is an apt description of my engagement in the local Hong Kong context. Unlike at least one fellow Dutch expatriate active I know of (and a successful one at that!), I will steer clear of local politics as best I can. Not for want of an opinion, nor for lack of belief in the "no taxation without representation" principle, mind. Indeed, it is very tempting to argue that as a permanent resident and taxpayer, I should vote by right. I just don't believe those arguments cut it though. My children, all born here, perhaps. But I came here as a guest and still feel that that is my place.

And if I were born locally, with an infinitely more direct and acute interest in Hong Kong's future, I would, at a minimum, be apprehensive of guests enjoying such rights. Most, if not all, such guests came here by choice and, more to the point, as foreign passport holders can leave at will. Unlike the vast majority of Hongkongers - so why grant the right to co-determine Hong Kong's fate?

My choice, however, was for Hong Kong only and specifically not mainland China. With respect, by the time I chose, I knew enough of the PRC to be sure I did not want to live there. Nor would it want me to, by the way. Try applying for Chinese nationality without at least one parent of the Chinese race. And no Chinese nationality, no ID card. No ID, no right to work, no medical cover, no pensions and no local schools for your children. You get the picture...

The principal role of Hong Kong as "gateway to China" was (and is) therefore neatly aligned with my own ambitions. The essence is not to be Chinese but to build bridges and help negotiate the treacherous waterways of the Middle Kingdom.



Not to pretend to be a local, but to serve as an ambassador, both for one's native country in China and for China back in the Netherlands.

And initially, China obliged. It advertised Hong Kong as the perfect conduit for foreign businesses. It offered all the amenities westerners crave and played the role of eager apprentice taking pains to make the tutor feel appreciated. China sent its offspring abroad by the hundreds of thousands, leading companies at home and students overseas to suck up, legally or otherwise, technical and commercial know-how on an unprecedented scale. In return, the Closer Economic Partnership offered Hong Kong companies front row seats in the opening up of PRC markets. Faster customs clearance and preferential tax treatment further reinforced Hong Kong's competitive edge.

Out of all the perks Hong Kong offers, the most valuable must be its financial markets. Location of choice for Initial Public Offerings and the "VIE-Variable Interest Entity"-structures, both key factors in Chinese outbound (budding internet giants Alibaba, Baidu, Tencent and JD) and foreign inbound investment (Glencore, Vale, Rusal, Budweiser and Prada).

Whereas VIE-structures aim to circumvent China's onerous foreign ownership rules, Hong Kong's pioneering offshore Renminbi pools offer a practical workaround to the currency controls. Trading companies dealing directly with mainland Chinese suppliers and clients eagerly filled the demand for "CNH". And to top it all off, Hong Kong lenders with a PRC presence can offer financing for PRC projects without those pesky mainland Chinese lending restrictions.

So Hong Kong was really the goose with the golden egg for China-orientated business. At the time of the handover in 1997, the bullish view of Hong Kong's future was largely rooted in the confidence that no leader would dare kill that goose. Deng Xiaoping himself personally made the "one country, two systems" commitment until at least 2047. That principle is safely enshrined in the Basic Law, so even if China's political climate changed, surely it would keep its word?

In the days before the handover, China had still needed a reminder that sending tanks and troops into a territory unaccustomed to seeing soldiers in the street required tact



and discretion. Only months after that, a light panic ensued a government announcement prohibiting dance floors in bars - possibly in response to the then prevailing wild bar-top dancing scenes at old Carnegie's in Wan Chai. With those near misses cleared, the Hong Kong of yore continued unabated.

And continuity is key, or at least it is to financial markets. In mainland China, this matters less, of course. Most companies with a China presence are there not because they want to, but because they have to. So in the face of an obvious lack of concern by the authorities for their well-being, all they can do is keep their heads down, grit their teeth and make the best of a bleak situation.

It is easy to see how these institutions would lead the way on a move out of Hong Kong.

How different Hong Kong is. Virtually all key business functions can be performed equally well or even better out of, say, Singapore. Same time zone, better English, similar weather, and above all, stable government and the western-style rule of law. Longer flying times to the principal Asian economies in the North are but a small price to pay.

China need not concern itself with questions of competitiveness. It is second to none in the region and can afford to take a tough stance. Hong Kong is different there, too, yet its current leadership behaves as if its negotiating powers are at par with big brother in Beijing. I think that is a mistake.

The adoption of a national security law, whilst perfectly logical from a CCP perspective, removes vital pillars of impartiality, certainty and procedural fairness foreign companies rely on. Moreover, the mainland Chinese-style drafting lacks precise language, and this is deliberate. The intent is specifically not to ensure that equal cases will be treated the same and unequal cases differently. If this were the intent, individuals or entities could challenge the authorities and their decisions. That right to challenge the State is not the norm in China and it is rapidly waning in Hong Kong. Now take a wild guess

which types of companies are best positioned, should the government not meet their needs for stability, continuity and the rule of law, to simply pull up stumps and leave. Which have the most mobile workforce, the deepest pockets and perhaps most importantly, a remote working infrastructure that virtually obviates the need for any physical presence at all?

When you have a product or real estate to sell, you can tell your clients they won't get what they buy until you have received your money. But when you lend money, sell insurance, or finance infrastructure projects, you need to rely on laws. Not just in dealings with customers, but also when interacting with the government. No reliable laws means no business, plain and simple.

Large banks and financial institutions moved their senior executives to Hong Kong in early 2011, when a tsunami and subsequent explosions at the Fukushima nuclear plant caused widespread panic. It is easy to see how these institutions would lead the way on a move out of Hong Kong.

Besides a rapidly changing political and legal scene, almost two years of severely restricted travel and quarantine measures second only to China's, foreign companies and their staff have had enough. Instead of using up soon-to-expire stock of vaccines, now proven safe and effective, by mandating vaccinations, Hong Kong is tightening measures - to reopen borders with the mainland.

In a world that is loosening the reins, it takes some serious level of disdain for your (virtually all fully vaccinated) foreign residents to lock them up for even longer. And this time around, I fear the error of judgment will prove fatal. Straw polls I see show many will move, financial professionals first. And the rest is replaceable - by mainlanders, of course, plenty around across the border...

A gateway requires an opening at both ends, not just one. That is properly called a "dead end".



■ By Ralph Ybema
Managing Director at China Law & Tax
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HONG KONG GOLD

The various celebrations across town honouring Hong Kong's newest gold medallist - the young fencer Cheung Ka-long who won gold in the foil category in Tokyo - is a timely reminder of some of the other Olympic successes that Hong Kong has had.

It must be remembered that the pool of potential athletes is relatively small, viewing the total population of only 7.5 million. The other very important hurdle is that sponsorships and government grants to potential athletic stars are very limited, certainly compared to many other countries in Asia. This means that most potentials must practice their passions alongside their normal day jobs or studies.

Hong Kong's very first gold medallist was Lee Lai-shan, more commonly known under her nickname San San. Born in 1970, she grew up in a very poor family living in Cheung Chau, the eighth of ten children whose father died in 1978. The whole remaining family pitched in to work. The eldest children left school early to work and the youngest children helped their mother make jewellery after their school day was finished. At the age of 12, San San started to learn windsurfing "because it looked so cool". This was possible because an uncle ran a surfing school and beach cafe: in return for her washing dishes in the cafe, she was given lessons. She was clearly very talented and soon participated in many local and Asian competitions. This talent and skillset led to her being chosen to be a member of the Hong Kong windsurfing team in 1989. The coach was

a newly appointed Dutchman named René Appel, who the Hong Kong press called "the windsurfing guru". René was to remain the Hong Kong windsurfing head coach until 2014.

As there was not much money available for such an extensive programme, the team even stayed at his parent's home in the Netherlands and bought a cheap second-hand car to travel across Europe.

To fast track the growth of his protégés, René arranged training in Europe to get them used to different weather and sea conditions and participation in many European competitions. As there was not much money available for such an extensive programme, the team even stayed at his parent's home in the Netherlands and bought a cheap second-hand car to travel across Europe. All this effort and



Cheung Ka-long (left) at the 2020 Tokyo Olympics. Photo: AP

training ultimately led to great success! In the last Olympic Games in which Hong Kong was still a British Colony, the 1996 Atlanta Olympics (less than a year before the Handover), San San won the windsurfing gold medal. She immediately became immensely popular and beloved in Hong Kong, a true heroine who had won the first-ever gold medal for the Territory. And this with some Dutch coaching!

Another remarkable Hong Kong Olympic story has recently been made into a wonderful ‘feel good’ movie called “Zero to Hero” (now available on Netflix) directed by Chi-Man Wan and Hong Kong’s entry for the 94th Academy Awards. It is the very touching true story of William So Wai Wai, (nicknamed “wonder boy” in Hong Kong) who competed in five Paralympic Games between 1996 and 2012, winning a total of 12 medals for Hong Kong, of which six gold.



William So Wai Wai in the movie “Zero to Hero”

William was born with jaundice, which was so severe that he had lost much of his hearing and balance. Despite this, he developed an enthusiasm for running, something he could do without the need to talk to others and became quite strong. His potential was noticed by an athletics coach who took him under his wings, training him every day and paving his way to join the official Hong Kong Paralympic team. His first Paralympic appearance came at the 1996 games in Atlanta (where San San had won her gold a few weeks earlier), where he won a gold medal as part of the men’s 4×100 m relay team in the T34-37 classification.

His absolute top performance was four years later at the 2000 Sydney Paralympics, winning an impressive three gold and two bronze medals. In the 2004 Athens games, he won a further gold and two silver medals to add to his tally. It was doubtful for a while whether he could participate in the 2008 Beijing Paralympics, as his father had been injured in a work accident and William had to work to help support the family instead of focusing on his training. In the end, help came from an unexpected source: the famous Hong Kong



William So Wai Wai eating with his family in the movie “Zero to Hero”

actor, singer, songwriter and producer, Andy Lau paid him HKD 100k per month and gave him an administrative role in his fan-club organisation.

This enabled William to participate in the Beijing Games, in which he was also flagbearer for the Hong Kong team as they entered the Birds Nest Stadium. During competition, he first won a bronze medal in the 100 m, a performance with which he was quite disappointed, and followed this with a poor sixth place in the 400 m. In his last race, the 200 m final, he broke his own world record with a time of 24.64 seconds on the way to winning the gold medal, making him the Paralympic champion in that event for the third successive occasion. His record times for both 100- and 200-meters races are still standing as the world Paralympic records today.

In his last race, the 200 m final, he broke his own world record with a time of 24.64 seconds on the way to winning the gold medal, making him the Paralympic champion in that event for the third successive occasion.

So congratulations to Cheung Ka-long, who is following in the footsteps of “San San” and “Wonderboy”! Viewing the challenges that local top-level sportsmen and women face in realising their dreams in a society where academic prowess and financial results are valued much more than athletic performance, this is all the more remarkable.

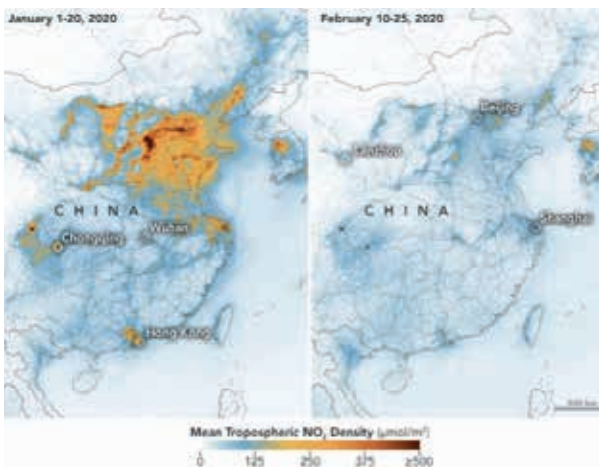


■ By Daniël de Blocq van Scheltinga
Managing Director at Polarwide Ltd
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CHINA, QUO VADIS?

China plays a crucial role in the worlds of CO2 reduction, climate change, pollution, waste generation, circular economy, etc. To illustrate: if the Netherlands reduced its CO2 levels for a year, the benefits would be mitigated by 3 days of burning coal in China.

It demonstrates how important it is for China (not excluding other big polluters...) and the rest of the world to fix this issue of emissions and pollution. Have you seen the result of the Ocean Cleanup, where the plastic soup is now three times the territory of France (i.e., growing)? Something goes quite wrong here...



Source: BBC News

During the early days of the pandemic, it was clearly shown what the influence was. It raises the question: What can we do with such information, not only in China, but globally as it touches all pollution centres around the world.

Clearly, economic interests play an important role in the equation. Apart from this dilemma, nature shows us some clear examples that we need to do something fast.

It is a bit of “you can’t do everything at the same time, but you must”. And governments play a crucial role here. They create the legal framework to abide and enforce it.

If we look at the way governments worldwide struggle with this, the question should be asked and answered: “Why are we moving so slow?” Why don’t we think a bit more out-of-the-box and create a straightforward system with achievable targets and a timeline? Bypassing bureaucratic structures for urgency reasons. Create a dedicated workforce with country-wide capabilities to decide and

If we look at the way governments worldwide struggle with this, the question should be asked and answered: “Why are we moving so slow?”

execute, measured by objectives? Sometimes, simplicity can help to untangle or bypass the complicated decision-making systems we have developed because we have a very urgent matter on our hands.

China. With recent developments showing that coal burning is needed to provide the demand for electricity, it is – as mentioned above – quite a few steps back from where we need to go. It is not very motivating for other countries to implement strong policies for reducing emissions and pollution. In other words, we are in it together. The next Conference of the Parties (COP) meeting will hopefully demonstrate not only goodwill, but agreement on international cooperation, respecting all the individual interests, but with clear objectives and timeline.

We should not be working towards a conference but working daily to improve defined situations worldwide. We should understand the cost and how to contribute to re-financing this. Can we do this, please? There is no time to lose; we need to act. Big countries can lead by example. In the end, we all would benefit from clean production facilities, clean air, clean oceans and a clean environment.

The big question is, will short-term politics and national interest prevail or are we led by governments and social partners (companies, citizens) to find new ways? There is no escape, bound by a common interest to survive, we need to act, NOW!



■ By Bernard Scheffens
CEO at WSS Asia Ltd
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HENK, THE FAMOUS DUTCHMAN IN CHINA

When you are in Shanghai and looking for some Dutch Glory, you will be surprised in the “Museum of the First National Congress of the Communist Party of China”. This museum, in a small two-story lane house, accommodates a picture that shows a Dutch figure.



Portret van Henk Sneevliet in Moskou, 1920.
Bron: Stadsarchief Amsterdam



Henk Sneevliet, propagandist der partij voor de Indische Spoorwegmannen 1917.



Henk Sneevliet, working for the Dutch railways, Zutphen, 1900. Bron: alchetron.com

His name was Henk Sneevliet, but most Chinese know him by his pseudonym “Maring”. As unknown as he is in the Netherlands, as famous he is in China. This Dutchman is seen as “an indispensable figure in the history of the Chinese Communist Party”. Many Chinese have learned about him in Primary School and from history books. Maring is still being remembered as a very important man that changed China’s destiny.

Sneevliet was a dedicated communist at the beginning of the 20th century. Dutch authorities viewed him as a rebel and activist, but he was a hero for people who shared his beliefs. He joined his first party in his twenties, fought for the rights of railway workers and the rights of people in Indonesia, which was a Dutch colony at that time. His support grew so much that the Dutch forced him to leave the Dutch East Indies in 1918.

His radical ideas didn’t stay unnoticed in the Communistic world and soon he became a familiar face in Russia. Lenin was impressed enough to send him as a representative of the Russian Comintern to guide the formation of the Chinese Communist Party (CCP) in 1921. He was in the company of some huge names, such as Chen Duxiu, Li Dazhai and Mao Zedong.

This was not his only win. Another story about him is to be found online. As an experienced communist (and skilled in organising illegal meetings), he also prevented Chinese CCP members from getting arrested. At a session of the

CCP’s First National Congress, an unfamiliar man entered the meeting hall. He apologised for being in the wrong place and left immediately. That trick was well-known by Henk – he urged everyone to leave the building immediately as he recognised the man as an undercover agent. He was right. After ten minutes, the police arrived at an already cleared-out building.



Dutch authorities viewed him as a rebel and activist, but he was a hero for people who shared his beliefs.

The end of his life is as unpredictable as the rest of it. When the Nazi occupation in the Netherlands started, Sneevliet lived there and chose resistance immediately. Unfortunately, before even starting his activities, he had to go into hiding as he was a known Communist. He managed to keep out of Nazi hands for two years, but in April 1942, they caught and killed him. The story goes that he and his mates went to their deaths singing ‘The Internationale’.



■ By Iris Barzilay
Storyteller and copywriter at I.M. Communicating
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Events

30th Business Awards Gala 11 November 2021





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.

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DutchCham Gold Members



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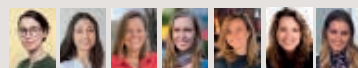
Membership & Annual fees

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

Joining fee waived for 2021

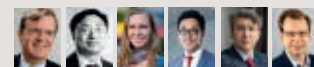
DUTCHCHAM COMMITTEES

PR & Pub Committee



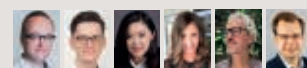
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SME Committee



Jeffrey Broer (Chair) • Paul Du Long • Jackie To • Madelon van de Ven • Bert Bulhuis • Tom Bakker

Tax Committee



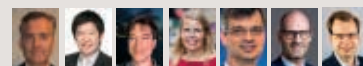
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Women in Business Committee



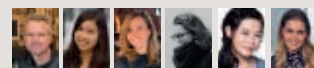
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Finance Committee



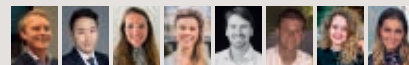
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Creative Committee



Marcel Heijnen (Chair) • Anoeshka Krijnen • Annemarijn de Boer • Nina Spoelstra • May Yeung • Emily Tunderman

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Frery Winkel-Pieters (Chair) • Choy Yiu Chan • Romy Kunen • Emily Tunderman

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INVESTMENTS



GLOBAL CITIZENS



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