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比中经贸委员会 通讯

A PUBLICATION OF THE BELGIAN-CHINESE
ECONOMIC AND COMMERCIAL COUNCIL

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With autumn only just around the corner we can already look back to major events that took place in the first months of the Year of Horse. The state visit of the Chinese President Xi Jinping to Belgium in March was considered a great success by both countries and the Chamber is proud to have participated in this.

As shown by pictures in this issue, a number of activities, including company visits and match-making events, have been organised by us. We were delighted to meet many of our members on these occasions.

China continues to move and the Shanghai Pilot Free Trade Zone (PFTZ) is a good example of this. Ms DING, Customs Section of China Mission to the EU, explains to us the innovations brought by this new trade zone and what advantages it represents for foreign investment in China.

Every year sees increased interest in the European Union by the Chinese Government. Ms Matei of Hill+Knowlton Strategies examines the Chinese Government's second policy paper on the European Union, outlining areas of cooperation with Europe for the next five to 10 years. This document is of the utmost importance at a time when the two partners are negotiating a bilateral investment treaty.



Foreword 序言

BERNARD DEWIT, CHAIRMAN OF BCECC
比中经贸委员会主席 德威特

随着秋天的来临，我们已可以回顾一下今年头几个月所发生的重要事件。中国国家主席习近平三月对比利时王国的国事访问，对我们两国来说都是巨大的成功。我们商会很荣幸参加了访问中的系列活动。

如本期的活动图片所示，我们陆续举办了许多活动，其中包括企业参观和企业对接。我们很高兴在这些场合能够与我们的会员们相会。

中国在继续向前发展，上海自由贸易试验区（PFTZ）就是一个很好的例子。中国驻欧盟使团海关处丁晔女士为本期撰文，向我们介绍了自由贸易试验区的创新以及为在中国的外国投资所带来的优势。

每年中国政府都加大同欧盟合作的兴趣。伟达公共关系策略Gabriela Matei女士在她的文章中分析了中国政府对欧盟的

When doing business with China greater attention should be paid to e-commerce. Alibaba, Sina Weibo and WeChat are now well-known names around the world and are major players in the e-world. You will find more details inside.

Doing business with China also means corporate social responsibility. Thanks to the EU SME Centre, we can provide you with a number of tips regarding successful development of an SME CSR strategy.

Through our office in Chengdu, and with thanks for the assistance of our representative Eileen WANG, we have watched the rise of Chengdu where the number of financial institutions is now ranked at No. 1 in mid-west China in terms of quantity and service functions. In partnership with Voka – the Chamber of Commerce & Industry Mechelen supported by Voka Kempen and Brussels Invest & Export – our Chamber is therefore organising a multi-sector mission to Chengdu, Hefei and Shanghai from 29 November to 6 December this year. The mission will enable participants to note the rapid development of the cities and the opportunities this offers.

It was announced several weeks ago that Simon Leys had sadly passed away. Pierre Ryckmans, his real name, was a great Sinologist who, in the words of a Belgian minister of foreign affairs, made “important contributions to Sinology and gave a new vision of China”. Through his books, which have been translated into a number of languages, he paved the way for a better understanding of Chinese culture. Let us all follow in his footsteps. ■

Bernard Dewit
Chairman

第二个政策文件，该文件概述了与欧洲未来5至10年的合作领域。尤为重要的是，这正值双边合作伙伴进行双边投资协定的谈判之时。

与中国做生意需要更加重视电子商务。阿里巴巴，新浪微博和WeChat都是世界各地众所周知的重要网络。读者从本期的专稿中将能够了解更多的中国电子商务现状。

与中国做生意同时也意味着企业的社会责任。欧盟中小企业中心的文章向读者介绍了有关中小企业社会责任战略的成功路径。

通过我们在成都的办公室，并感谢王月女士的协助，我们已经看到成都的崛起，而且其金融机构无论在数量和服务职能方面都位居中国中西部的第一。通过与梅赫伦商会VOKA的合作并在VOKA Kempen和布鲁塞尔投资贸易局的支持下，本商会正在筹备今年11月29日至12月6日前往成都、合肥和上海的多行业经贸考察团。这次访问将有助于企业家们发现这些城市的迅速发展和商机。

几个星期前，比利时著名汉学家西蒙·利思（原名Pierre Ryckmans）不幸去世。犹如比利时外交大臣所言，“西蒙·利思为西方汉学研究做出了重要贡献，并为人们展示了中国的新视野。”他的多本著作已被译成多种文字，并为更好地了解中国文化铺平了道路。让我们跟随他的脚步继续走下去。■

德威特
比中经贸委员会主席



The state visit of the Chinese President Xi Jinping to Belgium in March / 中国国家主席习近平今年三月对比利时王国进行国事访问

[1] China Customs Role in China (Shanghai) Pilot Free Trade Zone

中国海关推新措施 助推中国（上海）自贸区建设

DING Ye, Second Secretary, Customs Section of China Mission to the EU
中国驻欧盟使团海关处二秘 丁晔

The China (Shanghai) Pilot Free Trade Zone (PFTZ) has been in operation for almost one year following its approval by the State Council on August 22, 2013. The PFTZ spans 28.78 km² in Shanghai Pudong New Area and consists of four traditional Customs supervisory zones, including Waigaoqiao Bonded Logistics Park, Waigaoqiao Bonded Zone, Pudong Airport Comprehensive Bonded Zone, and Yangshan Bonded Port Area. The PFTZ has served as a trailblazer in fostering foreign investment and international trade in both goods and services. China Customs has played a pivotal role in streamlining the PFTZ's procedures and control systems for the benefit of all stakeholders. Among other things, Customs has rolled out nineteen facilitative measures three times since the PFTZ's establishment. It is important to note, however, that the focus of the PFTZ is institutional innovation rather than the promulgation of preferential policies such as tax exemption.

The PFTZ's chief goals, initiatives, and reforms include:

- Pre-filing of manifests prior to PFTZ entry followed by timely and efficient clearance;
- Self-managed transportation within the PFTZ;
- Implementation of a "Write-off Mode" eliminating duties on both raw materials and the finished goods produced from them for processing trade based on daily work orders sent from manufacturers' Enterprise Resource Planning (ERP) systems;
- Exhibition of bonded goods with sufficient guarantee/deposit in, or in designated areas outside of, the PFTZ;
- High-tech, high value-added, pollution-free maintenance services focused on areas such as R&D and testing;
- Bonded delivery of future goods listed on Shanghai Futures Exchange;
- Levying of duties and VAT periodically based on rental installments pursuant to financial leasing projects;
- Consolidated declarations;
- Simplification of supporting documents for clearance, particularly in relation to recordation lists for goods entering the PFTZ and non-fiscal goods for free circulation in the domestic market;
- Reduction and harmonization of data elements in recordation lists;



中国（上海）自由贸易试验区（以下简称“自贸区”）自2013年8月22日经国务院批准正式运行以来已近一年。在这占地面积28.78平方公里，范围涵盖四个海关特殊监管区域，即外高桥保税物流园区、外高桥保税区、浦东机场综合保税区和洋山保税港区的自贸区内，原则上总体采纳先行先试，以开放促改革、促发展，率先建立符合国际化和法制化要求的跨境投资和贸易规则体系。

中国海关在创新监管举措，助推自贸区建设上发挥着重要作用。自贸区成立至今，海关已前后三次推出19项创新监管制度。需澄清的是，自贸区建设不是为了简单地争取到多少优惠政策，而是更高地着眼于制度创新。

概括地说，19项创新监管制度包括：

- 先进区、后报关制度。允许企业先凭货物舱单信息提货进区，再在规定时限内办理海关申报手续。
- 区内自行运输制度。允许符合条件的区内企业在自贸区内自行安排运输。
- 加工贸易工单式核销制度。对使用ERP系统的加工生产制造企业实施联网管理，以企业每日自动发送的工单数据进行核销。
- 保税展示交易制度。允许符合条件的区内企业在向海关提供足额税款担保（保证金或银行保函）后，在区外或者区内指定场所开展保税展示交易。
- 境内外维修制度。允许符合条件的区内企业开展高技术、高附加值、无污染的境内外维修业务，推动加工制造向研发及检测、维修等生产链高附加值延伸。
- 期货保税交割制度。交割商品已扩展至上海期交所所有上市商品品种。



- Payment of import taxes based on either the value of the materials imported or the finished products;
- Centralization of duty payments backed up with effective guarantee systems and post-audit reviews;
- Timely monitoring of bonded-goods logistics through a warehouse management system (WMS);
- “Smart” control at checkpoints for automatic verification and release;
- Reform of the Customs Enterprise Registration System so that “A” or “AA” category brokers or brokers with dual identity (i.e. consignor/consignee and broker) that are registered in the PFTZ can lodge filings nationwide;
- Continued promotion of the Mutual Recognition Agreement on AEO program (equivalent to “AA” category) for companies registered in the PFTZ;
- Creation of an account management system for “B” category (or above) enterprises wherever necessary;
- Publicizing of credit information for companies registered in the PFTZ; and
- Developing a compliance self-assessment system in the PFTZ.

China Customs has not only pioneered the creation of simplified procedures and control systems but has also promoted the development of new business types in the PFTZ. Moreover, China Customs has made a public commitment to enhance IPR protection in the PFTZ.

In addition, the PFTZ has been selected to test the “Single Window” (SW) pilot project. That project’s first test was run on May 28, 2014, at Yangshan Bonded Port. Under SW, traders and transport companies submit in a single filing all required documents and data in standardized form to all concerned government agencies through the Shanghai e-port system, which also handles all responses thereto. With SW, all Customs clearance procedures can be completed on one unified platform.

- 融资租赁制度。对融资租赁货物按照审查确定的分期缴纳的租金分期征收关税和增值税。
- 批次进出、集中申报制度。
- 简化通关作业随附单证。
- 统一备案清单。将区内备案清单格式统一为30项申报要素。
- 内销选择性征税制度。企业可根据其对应进口料件或实际报验状态，选择缴纳进口关税。
- 集中汇总纳税制度。在有效担保前提下，允许企业在规定纳税周期内，对已放行货物自主集中缴付税款，海关采取集约化后续审核和税收稽核。
- 保税物流联网监管制度。对使用仓储管理系统（WMS）的企业实施实时、动态管理。
- 智能化卡口验放管理制度。在卡口实现自动判别和验放。
- 企业注册登记改革。A类以上报关企业及双重身份（指“进出口货物收发货人”和“报关企业”两种身份）企业可直接在全国各海关申报。
- 推进海关“经认证的经营者”互认。
- 建立企业协调员试点。B类以上且有实际需求的企业指定专人担任企业协调员。
- 企业信用信息公开。
- 自律管理制度。

很显然，中国海关不仅积极推动货物贸易便利化，而且还积极支持各类新型贸易业态发展。值得一提的是，中国海关承诺加大对区内企业知识产权保护力度，打击侵权违法行为。

此外，中国海关指定在自贸区内开展国际贸易“单一窗口”。5月28日，首个试点项目上线在洋山保税港区展开，依托上海电子口岸平台，实现企业通过单一平台一点接入、一次性递交满足监管部门要求的格式化单证和电子信息，监管部门处理状态和结果通过单一平台反馈给申报人。简言之，企业通过“单一窗口”界面可一站式办结所有通关手续。

Mr. YU Guangzhou, Minister of China Customs, has emphasized that successful Customs initiatives and reforms developed in the PFTZ will be duplicated and promoted nationwide in the years ahead. For China Customs, innovation and standardization are two sides of the same coin. According to China Customs' timetable, from August 18, 2014, all of the initiatives and reforms listed above (except the final five) will have been implemented in fifty-one Customs Supervisory Zones along the Yangtze River Economic Belt, covering seven provinces and two municipalities (Shanghai, Jiangsu, Anhui, Jiangxi, Hubei, Hunan, Chongqing, Sichuan, and Yunnan). Beginning in September 2014, those initiatives and reforms are slated for expansion to Customs Supervisory Zones all over China.

More information can be obtained from China Customs' website (www.customs.gov.cn) or helpdesk (+86 21 12360). ■

中国海关于广州署长强调，制度创新和复制推广是一篇文章的上下篇，二者缺一不可。按照海关时间进度表，前14项监管创新制度将从8月18日起在长江经济带的51个海关特殊监管区域内复制推广；9月3日起在全国海关特殊监管区域复制推广；9月18日起在海关特殊监管区域以外地区复制推广。

更多信息可关注中国海关官网 (www.customs.gov.cn) 以及上海海关12360服务热线。■



1, 2, 3. China Customs Event organized by BCECC on 8 April, 2014 / 2014年4月8日比中商会举办中国海关报告会

It is easier for east
to meet west
if your guide knows
his way around

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[2] EU-China bilateral investment negotiations

欧盟 – 中国双边投资谈判

Gabriela Matei, Hill+Knowlton Strategies / 伟达公共关系顾问公司

The Chinese government presented last April its second policy paper on the European Union (EU), outlining areas of cooperation with Europe for the next 5 to 10 years. The move comes at a time when the two partners are negotiating a bilateral investment treaty (BIT), with four rounds planned for this year.

For the EU, this is the first ever investment agreement negotiated by the European Commission on behalf of its 28 member countries. While from a procedural perspective this is new territory, the BIT does not lack ambition. Indeed, in November 2013, upon the launch of the talks, the two sides pledged to increase bilateral trade from around USD 580 billion to USD 1 trillion by 2020. The deal would also provide a secure and predictable legal framework to investors in the long term. Typically, investment treaties aim at securing the same rights and advantages for foreign investors as for domestic ones, e.g. protection against expropriation without compensation or discriminatory legal treatment by the host country compared to local companies.

At present, EU-China trade amounts to over EUR 1 billion a day. While the EU is China's largest trading partner and China is the EU's second largest after the United States, investment flows are still relatively low by comparison. Chinese foreign direct investment soared following the outbreak of the financial crisis in Europe but EU investment to China has decreased despite the EU becoming the largest foreign investor in China.

At present, the EU believes it is premature to discuss a comprehensive free trade agreement with China. Instead, adding a market access component to the BIT seems the best vehicle to improve access to the Chinese market (and contribute to re-launching the European economy), although this will probably also be one of the most difficult elements in the negotiations.

Controversies and expectations

Does the joint push for the BIT mean that the negotiations will be easy? Not at all. As a rule, there are controversial aspects to all investment agreements, because both parties bring an agenda filled with demands from their respective constituents and, ultimately, a compromise has to be found that is endorsed domestically. On the EU side, the outcome of the negotiations will have to be ratified by the European Parliament whose members are already voicing their expectations in an attempt to put pressure on the European Commission negotiators. Human rights and sustainable development are high on the agenda. Equally, internationally recognised corporate responsibility standards form part of the EU's mandate. Intellectual property recognition and enforcement is another prickly item. But two specific issues draw most attention in the debates in Brussels: first, the reform of Chinese joint-venture requirements for foreign investors and the elimination of what is perceived as unfair competition between state-owned and privately held enterprises; and, second, the investor-state dispute settlement (ISDS) process.



今年四月，中国政府提出了对欧盟的第二个政策文件，概述了与欧洲未来5至10年的合作领域。此举正值双边合作伙伴正在进行双边投资协定（BIT）的谈判之时。

对欧盟来说，这是有史以来欧盟委员会代表其28个成员国谈判的第一个投资协定。虽然从程序角度来看是一个新的领域，但双边投资协定不乏雄心壮志。事实上，在2013年11月推出谈判框架下，双方承诺到2020年将提高中欧双边的贸易额，即从5800亿美元上升到1万亿美元，该协定也将为投资者提供一个长期的安全和可预见法律框架。投资协定旨在保护外国投资者享有本地公司的同等权利和优势，比如，防止东道国采用不同于本地公司的无补偿征用或歧视性的法律待遇。

目前，中欧贸易额每天超过10亿欧元。欧盟是中国的最大贸易伙伴，中国是欧盟的第二大贸易伙伴，仅次于美国。然而，相比之下，投资流量仍然相对偏低。由于欧洲金融危机，中国对外直接投资猛增，尽管欧盟是中国最大的外国投资者，但欧盟对华的投资已经减少了。

欧盟认为，目前与中国讨论建立全面的自由贸易协定是不成熟的。相反，增加双边投资协定的内容似乎有助于改善进入中国的市场，尽管这可能会是谈判的最困难因素之一。

争议和期望

推动双边投资协定的谈判容易吗？不尽然。作为一项规则，所有投资协议都具有争议的方面，因为双方都带来各自选民的诉求，而且最终达成的妥协需要被本国民众所接受。在欧盟，谈判结果必须经欧洲议会批准，其成员国试图对欧盟委员会的谈判进行施压，以表达他们的期望。人权和可持续发展在议事日程中具有重要位置。同样，国际认可的企业责任标准构成了欧盟职责的一部分。知识产权的承认和执行是另一项重要内容。但在布鲁塞尔举行的讨论中最受关注的两个具体问题是：第一，外国投资者对中国合资企业改革的要求，消除人们所说的国有和私营企业之间的不公平竞争；第二，投资者与国家争端（ISDS）解决机制。



The joint-venture requirement frustrates a number of EU investors, as no such conditions are placed on Chinese companies in Europe where there are no limits on foreign company ownership. In that respect, European investors expect a lot from the Shanghai Free Trade Zone. It is hoped that, if successful, the Zone will increase confidence from those who until now were hesitant to move into China due to an arguably restrictive climate.

Dispute settlement mechanisms—which enable companies to directly bring cases against the state in which they have invested before an arbitral tribunal—are part and parcel of existing investment treaties. Some non-governmental organisations (NGOs) and political groups in the European Parliament have expressed concerns that this mechanism could undermine existing social, health or environmental legislation if it were to qualify as a barrier to investment. These groups claim that only state-to-state dispute settlement is appropriate in trade agreements and that private parties should not be granted the means to attack legislation in place in the country where they are vested. In turn, the European Commission has gone to great lengths to explain that the ISDS will by no means allow for the abolition of regulation through arbitration, but that it could lead to the award of damages in the event of a breach of the investment agreement.

A year of opportunities?

This year is seeing major institutional changes in Brussels. A new European Parliament took office in July, following direct elections throughout the 28 EU countries. Thereafter, the former Luxembourgish prime Minister Jean-Claude Juncker became president of the European Commission. A new College of Commissioners (including the Trade Commissioner) and a new President of the European Council will be appointed this autumn. The outcome of the elections and the new leadership of these institutions will no doubt lead to different policy priorities, as well as a change in approach to the BIT negotiations. In any event, because of the focus on internal political developments, the EU political leadership seems to have less time to debate the technical details, and much will be left to the officials involved in the negotiations. Even so, they are bound by the negotiating mandate they received from the EU member states.

中国对合资企业的要求使一些欧盟投资者受到挫折，因为中国企业在欧洲没有遇到类似的要求，欧洲没有对外国公司的所有权设立限制。在这方面，欧洲投资者希望得到像上海自由贸易区的一些做法。如果自贸区成功的话，该园区将提高那些现在还不敢涉足中国市场的欧洲企业家的信心。

争端解决机制是现有投资条约的一部分。一些非政府组织和欧洲议会的政治团体担心如果该条约成为投资的一个屏障，那么这种机制对现有的社会、健康或环境立法就可能产生破坏。这些团体声称，只有国与国之间争端的解决适应于该贸易协定，而私营领域则不应该被制约于该立法。反过来，欧盟委员会已经以很大的篇幅说明ISDS决不允许通过仲裁废止法规，但它可能在违反投资协议的事件中导致损害。

充满机遇的一年？

今年我们将看到重大的制度变革。新一届欧洲议会将在今年7月选出，包括前卢森堡首相让-克洛德·容克出任欧盟委员会主席，以及今年秋季欧洲理事会主席和其他欧盟委员会委员也将相继任命。选举结果和这些机构的新领导人可能推出不同的优先政策事项，以及对双边投资协定提出的变化。在任何情况下，由于专注内部政策的发展，欧盟领导人似乎没有更多时间去讨论技术细节，而是由其他官员们继续进行谈判。

这就是说，在过去，由于不同地方的商业利益，欧盟国家各存不同的看法。传统的自由贸易国家，如英国、荷兰和斯堪的纳维亚国家都着眼于市场的准入，但也非常欢迎中国投资者。即使传统上比较保守的国家，在经济不稳定的复苏期注重经济增长和就业，也为更积极的投资环境政策做出了贡献。投资互惠条件已成为口头禅。

值得一提的是，尽管近期媒体聚焦欧盟的合法性危机以及欧洲左右派持怀疑论政党的明显上升，欧洲议会的选举结果显示，亲欧洲的政治团体仍然占明显多数。然而，反对自由贸易、推行贸易保护主义措施以及限制外来者的议会议员大有人在，这必将增加讨论的色彩。这并非不重要，因为一旦谈判结束，它需要经过欧洲议会的批准。



That said, in the past, EU countries have held diverging views depending on where their commercial interests lie. Traditional, free-trade-minded countries, such as the UK, the Netherlands and the Scandinavian states, focus on market access but are also very welcoming towards Chinese investors. Even in countries traditionally more sceptical, where national safeguards remain very strong, the focus on growth and jobs during a precarious economic upturn has contributed to a more positive environment. Reciprocity of investment conditions has become the mantra.

It is also important to mention that, in spite of the recent media focus on the EU's legitimacy crisis and noticeable gains from Eurosceptic parties on both the right and left, the results of the European Parliament elections show that there is still a clear majority of pro-European political groups. Nonetheless, the presence of parliamentarians who are opposed to free trade and who advocate for protectionist measures and restrictions at borders will certainly colour the discussions. This is not unimportant in light of the fact that the European Parliament needs to approve the BIT once the negotiations are concluded.

Can business influence the BIT?

As the talks advance, both parties—the EU and China—will seek support from their economic backers. But business could do more to ensure a positive outcome. On top of providing respective negotiators and political leaders with information to bolster the agreement, investors and companies should seek support, or at least understanding, for the positions they wish to be taken into account by the other camp. Chinese companies would do well to form business platforms to engage with industry counterparts in Brussels, as well as with EU officials and members of the European Parliament. All the more so since personnel changes following this year's EU institutional changeover will see many new faces take the stage. They will no doubt want to learn about the views of Chinese and European businesses alike on how to overcome investment barriers and reach a mutually satisfactory outcome for the negotiations. All parties would benefit from informed debates and decisions. Those who stand to win the

企业能影响双边投资协定吗？

至于会谈的推进，欧盟和中国都将寻求他们经济靠山的支持。企业可以发挥角色作用，以确保取得积极的成果。为相关的谈判者和政治领导人提供信息，以支持达成该协定，投资者和企业将寻求支持，或至少他们希望被对方阵营所重视。中国公司将会尽力与在布鲁塞尔的业界同行以及欧盟官员和欧洲议会成员建立业务平台。尤其是今年欧盟领导层换届，人事变动使人们看到很多的新面孔。毫无疑问，他们会希望了解中国和欧洲企业对如何克服投资障碍以及达成双方满意的谈判结果的看法。双方都将受益于知情的讨论和决定。■

（伟达公共关系顾问公司在49个国家拥有88家办事处，在世界各地拥有2,000名顾问，并为世界财富500强中的185。在中国的北京、成都、广州和上海设立了办事处。）

（编译，本文有删节）

most from the treaty would benefit from understanding and explaining both sides' points of view. ■

Hill+Knowlton Strategies is an international communications firm with 88 offices in 49 countries. With 2,000 consultants worldwide, we work for more than 185 of the Fortune 500 and are the leading consultancy in rapidly-developing markets. In mainland China, our offices in Beijing, Chengdu, Guangzhou and Shanghai serve a large number of domestic and international clients. In Brussels, our 45-strong team works with international clients interested to understand and influence EU and Belgian decision making.

[3] E-Commerce in China: Time to start paying attention

中国的电子商务：是值得关注的时候了

by Ed Sander 撰文

On the 6th of May I took the stage in the Sheraton Brussels Airport to give the attendees of the e-commerce in China seminar organised by the BCECC a taste of the current state of online shopping in China. In my presentation I spoke about how Alibaba dominated the e-commerce market in China with 80% market share and how it was having a fierce power struggle with Tencent. One day later news broke that Alibaba had announced an IPO. Once again my presentation was outdated. That's how fast things go in China.

But the data in my Powerpoint slides wasn't the only thing that had changed in a day. Whereas you would be hard-pressed to find any mention of Chinese internet companies on regular days, now all of a sudden the media was abuzz with items about Alibaba. Most of these articles focussed on how big the IPO would be and that it might well obscure Facebook's record-breaking IPO off two years ago. Other media were speculating that Alibaba could be a treat to domestic webshops in the west.

This attitude is a good example of how most people treat the internet market in China: it's all happening in a country far, far away and it has little to do with their daily business. Even people that work in e-commerce or online marketing can rarely get enthusiastic about what's going on in the Middle Kingdom. Until all of a sudden an enormous treat raises its head and threatens to swallow them up. And then, as expected, they react with a mixture of awe and worry.

Until now I have written about 50 columns about China, most of which cover internet innovation (35 of these can be downloaded in a free Dutch e-book at chinatalk.nl). In most of these columns I have tried to convince readers that they should keep an eye on China. Not so much because it is a potential threat, but because they are way ahead of us in the areas of e-commerce, mobile commerce, social media and O2O (offline-to-online sales, or the other way around). China's Great Firewall has made success for western social media like Twitter and Facebook impossible in China. This in turn has given way to many copycat platforms within the country. While competition between social networks was relatively limited in the west, within China these copycats had to engage in heavy competition to win and maintain users. And the only way they could do this was by innovating. It's because of this reason that many of the social networks like Sina Weibo and WeChat have become superior to the platforms that they were originally copying.

Another highly interesting characteristic of the online world in China is the dominance of smartphones. In China, nowadays more people surf the internet on their phone than on a desktop or laptop. The penetration of smartphones and mobile internet continues to grow with the release of cheaper, high-quality models by new players like Xiaomi. Combine this with improving coverage of 3G and Wi-Fi hotspots and whole new demographic groups like migrant workers and people in 3rd tier cities (or even the countryside) are now able to afford and connect to the internet. Taking into consideration the poor logistics in the country, where many products are simply not sold in stores outside 1st and 2nd tier cities and this newly gained connection to the internet comes with an unlimited access to products sold on Alibaba platforms like Taobao and Tmall.



5月6日我在由比中经贸委员会举办的《中国网上购物》研讨会上介绍了阿里巴巴如何主宰中国80%电子商务市场以及与腾讯进行激烈的权力竞争情况。一天后，消息就传出，阿里巴巴宣布首次公开募股。我的介绍已经再次过时。这说明中国的变化如此之迅速。有媒体猜测，阿里巴巴可能是进入西方的来自中国的网商店。

这是人们如何看待中国互联网市场的一个很好例子，这一切都发生在一个遥远的国家，似乎与我们的日常业务距离遥远。甚至在电子商务或网络营销工作的人士也很少关心中国在这一方面的变化。直到突然一个巨大的贸易出现，并威胁着要把竞争对手侵吞下去时，他们的敬畏和忧虑才交融而出。

到目前为止，我已经写了约50篇有关中国的专栏文章，大部分是关于互联网创新。在大多数文章中，我试图告诉读者应该密切关注中国。与其说把中国当作一个潜在的威胁，倒不如说他们在电子商务、移动商务、社交媒体和离线到在线销售方面走在了我们的前面。中国的长城防火墙成功地战胜了西方社交媒体推特（Twitter）和Facebook（Facebook不能在中国使用）。反过来，这导致了国内众多的山寨平台。虽然西方社交网络之间的竞争相对有限，但在中国，这些仿冒者不得不在繁重的竞争中努力赢得并保持用户量。他们要做到这点的唯一办法是通过创新。正因为此，许多像新浪微博和微信社交网络已成为优越于他们原本照搬的网络平台。

在中国网络世界的另一个非常有趣特点是智能手机的霸主地位。在中国，如今越来越多的人在自己的手机上冲浪互联网，比台式机或笔记本电脑高得多。智能手机和移动网络的普及率继续提高且越来越廉价，出现一代高品质的智能手机新玩家（如小米）。除此之外，3G和Wi-Fi的改善和覆盖率，把民工们以及生活在三线城市（甚至是农村）的全新人口都链接到互联网中。考虑到该国物流欠佳，许多产品根本就不在一、二线城市以外销售，所以这种互联网新获得的链接，开辟了阿里巴巴平台无限制的网购，如淘宝和淘宝商城销售的产品。



And when I say e-commerce we're not just talking about shopping in online stores of Alibaba and second-in-place Jingdong (with less than 10% market share dwarfed by the aforementioned giant). It's also about mobile payment with apps like Alipay Wallet and WeChat Payment. You can now use your mobile phone to pay at vending machines, in taxis, buy movie tickets, go Dutch and split the bill after a dinner with friends and buy goods in shops or from billboards by scanning a QR code.

Alibaba's biggest competitor, Tencent, has several highly popular products, among which the chat-app-on-steroids WeChat. In May the company revealed that WeChat has 395 monthly active users and you can rest assured that most of the remaining 100+ million smartphone users in China also have the app installed. Since 2013 WeChat has started incorporating many options for mobile payment and mobile shopping within the app. Since Chinese consumers spend a lot of time using WeChat it's these new in-app m-commerce functionalities that are posing a serious threat to Alibaba. A shift from microblogging to WeChat has even been one of the big reasons for the serious decline in usage of the once so popular Sina Weibo microblog.

In recent months Tencent and Alibaba have been buying stakes in all kinds of internet firms from online video (think YouTube) to mapping (think Google Maps) to online travel agencies. One of the most interesting partnerships is the one between Tencent and Jingdong, in which Tencent handed over its relatively small e-commerce platforms to Jingdong while Jingdong will soon be allowed to offer goods within the WeChat platform.

As such, I don't think western e-commerce companies need to worry much about Alibaba. With less than 50% internet penetration there is still an enormous domestic market potential and all resources will be allocated to battling the threatening local competition by Tencent. This does not mean however that western e-com folks and online marketers should sink back into their former oblivion. There's so much we can learn from watching what's going on in China at the moment. Simply because we might be watching our own future in which we pay everything by phone. Or instead of installing 50 different apps on our smartphones we might just be using one all-inclusive mobile ecosystem like WeChat, which - as I said in my lecture - any person that is seriously about understanding the Chinese should have on their phone. It's high time to start paying attention. ■

Ed Sander writes and gives lectures about China, with special interest in e-commerce and social media. His (Dutch) e-book and slidecast of his (English) presentation for the BCECC e-commerce seminar can be found at www.chinatalk.nl

谈及电子商务，我们并不只是谈论在阿里巴巴和京东的网上商店购物。这也关系到在Alipay Wallet和WeChat的移动支付程序。现在，您可以使用手机在自动售货机上支付，包括支付出租车和购买电影票，以及在商店或通过扫描广告牌QR码进行购物。

腾讯是阿里巴巴的最大竞争对手，有几个非常受欢迎的产品，其中有聊天应用程序WeChat（微信）。今年五月该公司透露，在中国有1亿以上的智能手机用户已安装了该应用程序。自2013年，WeChat已陆续引入多种应用程序内移动支付和移动购物选择。中国消费者在WeChat花费了大量的时间，这对阿里巴巴构成了严重威胁，从微博到WeChat，曾经备受欢迎的新浪微博使用量由此严重下降。

近几个月来，腾讯和阿里巴巴已经购买了各类互联网公司的股份，从网络视频（类似YouTube）到绘图（类似谷歌地图），以及在线旅行社服务。其中最有趣的伙伴关系是腾讯和京东，腾讯掌控其相对较小的电子商务平台，京东则很快地就被允许在WeChat平台内提供产品。

因此，我认为西方的电子商务公司不需要过多地担心阿里巴巴。中国的互联网普及率不及50%，国内市场潜力仍然很大，所有资源将被调动起来，以应对腾讯的当地竞争威胁。然而这并不意味着西方电子商务人员和在线营销人员将继续无动于衷。中国目前有那么多值得我们学习的东西。很简单，我们可以想象我们自己的未来，到那时候我们可以通过电话购买一切。这并非是在我们的智能手机上安装50个不同的应用程序，而是使用像WeChat一样的全包移动生态系统。正如我在演讲中所说，任何人要真理解中国人，首先应该拥有自己的手机。这已经是值得我们关注的时候了。■

(Ed Sander先生撰写和传授有关中国方面的事物，尤其关注电子商务和社交媒体。读者可在www.chinatalk.nl查阅其荷兰语电子书以及在比中经贸委员会研讨会上的（英文）演示稿。）

(编译，本文有删节)



1, 2, 3. The e-commerce in China seminar organized by the BCECC on 6th May at Sheraton Brussels Airport Hotel / 5月6日比中商会举办《中国网上购物》研讨会

[4] Business with a Cause

Corporate Social Responsibility for SMEs in China

欧洲中小企业在中国的企业社会责任



Corporate social responsibility (CSR) is generally thought of as an add-on to the operations of large multinational corporations looking to improve their image by donating to worthy causes or organising charity events geared more towards the media than the actual beneficiaries. While this might be true in some cases, a recent report published by the EU SME Centre shows how CSR done right can be much more than a marketing tool and can contribute to both social causes and the performance of a company.

On a basic level a well thought-out, sustainable CSR programme can indeed help alleviate social and environmental problems. Besides improving visibility and sales, it can also serve as a way to identify and minimise compliance risks within a company and its network of partners. Moreover, internal programmes to reduce the environmental impact of a company's operations can significantly cut costs and improve efficiency. Finally, CSR initiatives are great opportunities to network with partners, stakeholders and customers, improve communication and discover new opportunities for cooperation as well as business. Thus, investing in CSR should no longer be seen as a playground for global players, but as a sensible step for any SME looking to strengthen its ties with the community in which it operates.

Before spending time and money on a specific project however, SMEs should focus on developing clear goals and a straightforward strategy to reach them. Using scarce resources on something that is not directly related to your core business can only be justified if it is clear from the beginning what the company wants to achieve by investing in the project. The following five tips will help you get started.

1. Find the right cause

To develop a successful CSR strategy, you need to find the right cause for your company. Start by looking at all aspects of your business in China, from human resources to sales and from office management to your supply chain, to find out where your activities might negatively affect people or the environment and how your company can work effectively towards a solution. Once you have identified an area in which your efforts would be worthwhile, research it thoroughly to understand the underlying history, the players involved, existing programmes and the most effective strategies for change. This knowledge will help you come up with the best way in which you can contribute to the cause.

2. Leverage your strengths

Your contribution to the cause should depend largely on the nature of your business. If your company manufactures machinery tools and equipment, find a way to put your engineers to good use. If your speciality is IT, design a website for a charity or organise an IT class for the elderly in your neighbourhood. There are causes that naturally align to certain industries and professions – the better the fit between your company and the cause, the more effective and sustainable your CSR efforts will be.

企业社会责任 (CSR) 通常被认为是大型跨国公司通过给慈善事业或组织捐赠以改善企业形象的附加行为。据欧盟中小企业中心最近发布的报告, 做好企业社会责任可以比营销手段获得更多的收益, 而且还能够为社会公益和公司业绩做出贡献。

事实上, 可持续的企业社会责任项目可帮助缓解社会和环境问题。除提高自身的知名度和业务销量外, 还可作为鉴别和减少公司及其伙伴网络合规风险的方式。另外, 减少公司对环境影响的内部运作程序可大大提高生产效率并降低成本。最后, 企业社会责任的举措是与合作伙伴、利益相关者和客户建立合作网络的巨大机会, 它有助于加强沟通并发现合作及业务的新机遇。因此, 投资于企业社会责任被视为中小企业寻求加强与其所在社区联系的一个明智的一步。

在为一个特定项目投入资金和时间之前, 中小企业首先要明确其发展目标及达到这一目标的简单战略。只有从一开始就明确所要实现该项目的投资, 才能确定使用与公司核心业务非直接相关的稀缺资源是否合理。以下五个提示有助于你公司的起步。

1) 找到正确的目标

开发成功的企业社会责任战略, 你需要为公司找到正确的目标。首先要观察你在中国业务的各个方面, 包括人力资源、销售、办公室管理、供应链, 以便了解公司业务对人或环境可能造成负面的影响, 包括如何通过一个解决方案进行有效地运作。一旦你鉴别出在哪些方面需要进行努力, 你就需要深入研究它, 以了解相关的基本历史、涉及的人员、现有方案和最有效的战略变革。这些知识将帮助你获得能够为之做出贡献的最佳方式。

2) 充分利用公司的优势

你所付出的贡献在很大程度上取决于你的业务性质。如果你公司是生产机械工具和设备, 那么让工程师们找到一个良好的使用方法。如果你公司的专业是信息技术, 那么应该为一个慈善机构设计网站或为周边的老年人举办一个信息技术方面的知识培训课程。这些目标需要与公司的领域及专业相结合, 公司和事业之间的目标吻合得越好, 你的企业社会责任和努力就更有效, 更可持续。

3) 寻找合适的合作伙伴

中国公民社会正在迅速发展, 不少慈善或环保组织都在寻找合作伙伴。为使合作尽可能顺利, 你将不得不与你的伙

3. Find the right partners

Chinese civil society is developing quickly and with it the number of charitable or environmental organisations looking for partners. To make cooperation as smooth as possible, you will have to work closely with your partner(s), so spend some time before you make your choice. Finding one that is as close as possible both physically and 'mentally' will help. So will managing expectations right from the start. Be clear about what you can deliver and what you expect in return. However, keep in mind that organisations such as neighbourhood initiatives or NGOs have their own agenda and don't see themselves primarily as your service provider. Therefore, be ready to compromise.

4. Involve the whole team

As an SME, you will have to make the most out of what you have. Financial donations will certainly be appreciated by NGOs and other charitable organisations, but providing manpower and expertise is just as helpful and can have additional positive effects. Involving your staff early on will likely generate a number of ideas on worthwhile issues and partners. A personal relationship between your team and your company's CSR efforts will also increase the likelihood of long-term engagement, as working within one's own community is much more rewarding than helping a stranger living far away. Finally, involving your staff will lead to internal improvements as well, as collective action will likely strengthen team spirit and employee satisfaction, which will in turn improve your company's working atmosphere and productivity.

5. Share the results

Even though improving your company's image should not be your prime concern when engaging in CSR, it would be a waste to keep quiet about your contributions to the public good. Therefore, use all channels available to let your employees, stakeholders and customers know about your achievements. Mailings and dedicated websites are good ways to do so, but social media campaigns will generate the most attention. However, stay humble and truthful – only authentic reporting will lead to positive results, whereas exaggeration and boasting can do more harm than good.

If you are looking for more information on CSR in China, including ideas on where to start and tips on measuring and maximising the return on investment of CSR programmes, download the full report on Corporate Social Responsibility for EU SMEs in China from the website of the EU SME Centre and view the recording of our recent webinar on the topic. For real-life examples of successful CSR by SMEs in China, stay tuned for an upcoming series of case studies, which will be available for download in the coming weeks. Should you have any questions concerning CSR in China, please contact the Centre's in-house business development experts. ■

This article is based on the report "Corporate Social Responsibility for EU SMEs in China", which is available to download free-of-charge for European SMEs and intermediaries on the EU SME Centre website. Related resources include:

- A recording of a webinar on the topic
- A report on Product Liability in China

For more information on the EU SME Centre and its services, please visit www.eusmecentre.org.cn.



伴紧密合作。所以，在你做出选择之前有必要投入一些时间，找到一个尽可能在理念和实体都比较接近并能提供帮助的人伙伴着实重要。因此，从一开始就要把握好期望，要弄清楚你可以提供什么和所期望的回报是什么。请记住，街区倡议项目或非政府组织都有自己的议程，通常不会主动成为你的主要服务合作方。因此，你需要随时做出妥协让步。

4) 调动公司团队的参与

作为一家中小企业，你需要做出应有的贡献。资金捐赠肯定会得到非政府组织和其他慈善机构的欢迎，但提供人力和专业知识的支 持同样具有实际作用，可以提高积极效应。尽可能让员工直接参与，有助于获取在一些有价值问题和合作伙伴方面的想法和建议。团队和公司企业社会责任之间的人员关系也有助于提高长期承诺的可能性，因为，为自己的工作社区提供帮助会比支持其他地方更加值得。最后，鼓励员工参与，不仅能提高公司内部的进步，而且集体行动将加强团队精神和员工的满意度，反过来，这又能够提高公司的工作效率和工作氛围。

5) 分享成果

即使你在履行企业社会责任时并不关注提高公司形象的问题，但在为公共利益做出贡献时保持沉默则是一种浪费。因此，利用一切可以利用的渠道，让你的员工、利益相关者和客户了解你们在企业社会责任方面的成就。邮件和专门网站是实现这一点的良好方式，然而，社交媒体宣传将能引起最广泛的关注。最后，只有保持谦虚和诚实才能取得积极的成果。夸大和吹嘘的后果都不外乎弊大于利。 ■（编译）

（本文摘自欧洲中小企业中心发布的“欧盟中小企业在中国的企业社会责任”报告。更多信息，请访问 www.eusmecentre.org.cn）

[5] Chengdu's economic development and Sichuan-Belgium bilateral economic and trade ties

成都经济发展概况及比利时-四川经贸关系概况



As the Science Technology Centre, Financial Centre, Trade Centre, Transportation Hub and Telecommunications Hub of southwest China, Chengdu's economic development has advanced in leaps and bounds. In 2013, 470 major projects totalling 271.79 billion Yuan in investments were signed. Chengdu has attracted 73 projects from Fortune Global 500 companies worth 62.07 billion Yuan in investments. The number of financial institutions in Chengdu means it is No. 1 in mid-west China in terms of quantity and service functions. This, combined with a relatively complete and perfect infrastructure, has attracted 252 Fortune Global 500 companies to set up operations. In 2013 Chengdu successfully hosted the 12th Fortune Global Forum and the 12th World Chinese Entrepreneurs Convention and, as a result, its international influence has been further reinforced.

Chengdu has also strengthened economic and trade ties with Belgium. In 2013 the value of imports and exports between Sichuan and Belgium reached 0.17 billion US dollars. Sichuan exported 0.12 billion US dollars worth of goods including textiles, metal ware, shoes and caps, and imported 55.52 million US dollars worth of goods, which included mechanical and electrical products, plastics and chemicals. As of May this year, the number of Belgian companies in Sichuan was 17. Since June 2014 Mr Luc Semeese, of Belgium, has taken over the post of general manager at the Volvo Cars manufacturing plant in Chengdu. Mr Benoit Demeunynck, also of Belgium and the former general manager of the plant, is taking charge of the new Volvo Cars manufacturing plant in Daqing. ■

作为中国西南地区“三中心、两枢纽”，成都近年来的经济得到了进一步的迅速发展。2013年，成都市新签约引进重大项目470个，投资总额2717.92亿元，其中世界500强企业投资项目73个，投资总额620.76亿元。在西部地区，成都的金融机构数量最多、服务功能最全，配套基础设施最为完善，因此世界500强企业已有252家选择落户成都。2013年，第十二届《财富》全球论坛及第十二届世界华商大会在成都成功举办，进一步增强了成都的国际影响力。

成都与比利时的经贸合作也不断加强。2013年，四川与比利时进出口总额1.7亿美元。其中，四川向比利时出口1.2亿美元，主要包括：纺织品、金属制品、鞋帽等；四川从比利时进口5552万美元，主要包括：机电产品、塑料制品、化工品等。截止2014年5月，在川比利时企业已达17家。自2014年6月起，由浙江吉利集团控股的沃尔沃汽车成都分公司的总经理将由比利时人 Mr. Luc Semeese 担任。原总经理比利时人 Mr. Benoit Demeunynck 将被调任大庆分公司的总经理。 ■

[6] BCECC's activities photos 比中经贸委员会活动图片

For more pictures, please visit our website : www.bcecc.be



On March 26, 2014 BCECC organized a seminar on "Xi Jinping's Chinese dream" at Sheraton Brussels Airport Hotel
2014年3月26日，比中商会在布鲁塞尔机场喜来登酒店举办了一场题为“习近平的中国梦”研讨会。



On April 2, 2014 BCECC co-organized with China Daily an exclusive dinner with three prominent Chinese scholars
at Chalet Robinson.
2014年4月2日，比中商会与中国日报在布鲁塞尔CHALET ROBINSON联合举办了与中国学者交流的专场晚宴。





On April 29, 2014 BCECC organized a company visit to Recticel, a manufacturer of polyurethane foam products in Wetteren.

2014年4月29日，比中商会组织了瑞克赛尔公司的参观访问，这是一家坐落在WETTEREN的聚氨酯泡沫制品制造公司。



On June 5, 2014 BCECC organized a company visit to Materialise in Leuven, a company who is active in the field of Additive Manufacturing (AM) since 1990.

2014年6月5日，比中商会组织参观位于鲁汶的MATERIALISE公司，这是一家自1990年起活跃在添加物生产领域的企业。



On June 12, 2014 EU Project Innovation Centre (Chengdu) in cooperation with BCECC organized EU-China Innovation Cluster-to-Cluster Conference & B2B Matchmakings at Crown Plaza Brussels Airport.

2014年6月12日，欧盟项目创新中心（成都）与比中商会合作，在布鲁塞尔机场CROWN PLAZA共同举办中国 - 欧盟创新集群研讨会暨贸易洽谈会。



On June 27, 2014 Brussels Invest & Export organized overseas session of the China Hi-Tech fair 2014 at Sheraton Hotel Brussels with the support of BCECC

2014年6月27日，布鲁塞尔投资出口贸易局在比中商会的支持下，在布鲁塞尔喜来登酒店举办中国高新技术成果交易会海外会议。





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