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比中经贸委员会 通讯

A PUBLICATION OF THE BELGIAN-CHINESE
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[1] “ WELCOME TO THIS SAFE AND OPEN COUNTRY WHERE YOU CAN DO SUCCESSFUL BUSINESS” - INTERVIEW WITH JAN JAMBON, VICE-PREMIER AND MINISTER OF SECURITY AND HOME AFFAIRS “ 欢迎前来安全和开放的国家，成功拓展双边贸易” - 专访比利时联邦政府副首相兼内政与安全事务部长扬·贾博 [2] BELGIAN MERCHANTS LEARN ABOUT CHINA'S E-COMMERCE POTENTIAL AT ALIBABA 比利时商业代表团考察阿里巴巴园区，了解中国电子商务市场潜力 [3] CHINESE SUPER LEAGUE: EUROPE'S MENACE BUT SUCCESS WILL LIE IN EXECUTION 中国足球超级联赛：要激发一代人，需要打造当地英雄 [4] AXEL WITSEL JOINS TIANJIN QUANJIAN IN CHINA 比利时球星阿塞尔·维特塞尔加盟中国天津权健足球俱乐部 [5] FIRST EDITION OF 'SAY YES TO CHINA' PROJECT 《YES中国项目》第一期培训

Foreword

序言



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

One year after the double terror attack in Brussels, foreign tourists and businessmen are coming back to Belgium. The Vice-Premier and Minister of Security and Home Affairs, Jan Jambon, confirms that “our country is safer today than it was a year ago.” Major security measures have been decided upon and implemented. Belgian society is also more aware of the necessity of a new culture of safety. Criminality has been diminished. Jan Jambon adds: “Chinese citizens are more than welcome in a country that is open to trade” and which has a long tradition of links with Asia and China.

E-commerce is growing in importance, especially in China. Alibaba is an astonishing success history in this field. A number of Belgian and Dutch companies have been invited to visit Alibaba's headquarters in Hangzhou in order to get an overview of the company and its ecosystem. E-commerce platforms will provide new opportunities for European companies and help them reach more Chinese consumers in order to expand their business in China even further.

Football is an increasingly popular sport in China as can be seen in the fact that Chinese football clubs are interested in hiring more European football players and trainers in order to improve the skills of their players.

European football is also attracting Chinese investors who are keen to invest in a field with huge growth potential.

The Belgian football star Axel Witsel recently arrived in Tianjin in order to assist Tianjin Quanjian become one of the best clubs in China. His presence there helps improve the image of Belgium in China and can be a source for developing new business opportunities. You can read an interview with Axel in this issue.

One year ago we launched our first edition of the “Say YES to China” project under the auspices of His Majesty the King. The aim was to give young managers from Belgium an opportunity to visit companies in China and discover new opportunities for business cooperation with Chinese managers. In his testimony, Mr Cop explains this is providing the possibility of reinforcing his partnership with local distributors. We hope that the second edition next year will attract more participants.

The month of May is usually a very busy month, with business and political delegations visiting Belgium from China. I hope you will find time to get through this issue and wish you happy reading. ■

Bernard Dewit
BCECC Chairman

布鲁塞尔双重恐怖袭击事件一年后，外国游客和商人开始重返比利时。比利时联邦政府副首相兼内政与安全事务大臣扬·贾博说：“今天我们的国家比一年前更加安全。”联邦政府决定并实施了一系列重大安全措施。比利时社会出现了新的安全文化环境，犯罪率也在逐步下降，如扬·贾博所说：“我们非常欢迎中国公民前来这个贸易开放的国家”，而且比利时与中国和亚洲的交往传统由来已久。

电子商务越来越重要，尤其在中国。阿里巴巴在这个领域是一个惊人的成功故事。近期，一支比利时和荷兰公司组成的代表团应邀访问了坐落在杭州的阿里巴巴总部，以了解阿里巴巴集团及其生态系统概况。电子商务平台将为欧洲公司提供新的商业契机，并帮助他们接触到更多的中国消费者，从而进一步扩大他们在中国的业务。

在中国，足球是越来越受欢迎的体育。可以看出，中国足球俱乐部有兴趣聘雇更多的欧洲足球运动员和教练，以帮助提高运动员的技能。同时，欧洲足球也吸引着渴望投资这一具有巨大增长潜力领域的中国投资者。

比利时足球明星阿塞尔·维特塞尔最近抵达天津，以帮助打造天津权健足球俱乐部，并使之成为中国最佳俱乐部之一。维特塞尔加入中国球队也有助于提升比利时在中国的形象，并且可成为拓展新商机的桥梁。读者在本期中可以读到他的专访。

一年前，在国王陛下的主持下，比中商会推出了首期“YES中国项目”。该项目旨在为年轻经理人提供访问中国企业并拓展与中国管理人员商业合作的新机会。正如柯普先生在其见证词中所说，“YES中国项目”加强了该公司与当地经销商的伙伴关系。我们希望明年第二期将吸引更多的参加者。

五月通常是一个繁忙的月份，许多中国商界和政界代表团前来比利时访问考察。我希望读者有时间阅读本期，并祝您阅读愉快。■

德威特
比中经贸委员会主席

[1] "Welcome to this safe and open country where you can do successful business"

“欢迎前来安全和开放的国家，成功拓展双边贸易”

- Interview with Jan Jambon, Vice-Premier and Minister of Security and Home Affairs
- 专访比利时联邦政府副首相兼内政与安全事务大臣扬·贾博

More than a year has passed since the double terror attack of 22 March 2016 in Brussels. "Our country is safer today than it was a year ago," Jan Jambon, Vice-Premier and Minister of Security and Home Affairs, said at an interview with Bernard Dewit, Chairman of the Belgian-Chinese Chamber of Commerce, in mid-April at his office in Brussels.

Bernard Dewit: After one year what is the current security situation in Belgium?

Jan Jambon: "I am often asked if Belgium is safer today than it was a year ago. The measures we have taken, I think some 30 in total, include legislation as well as an increased budget, more recruitment of police and the installation of cameras networks. There are a lot of different measures. I said 'yes' to the question, but the enemy is also always changing his way of operating, because he too is looking at what is happening and how countries defend themselves against threats. So you can never say, 'now the job is done and we are safer today'. We have to continuously question the situation and see how we have to adapt."

"But what we have had to do over the past two years, even before the attacks occurred, was, after years of economising on our security system, in fact redress our system and bring it up to the standards that you ask of a government. From this perspective we are now safer. That is one element. The second is that I think that because of the attacks, not only in Belgium but also in neighbouring countries, there is more a safety culture in this country. I think our people have never been in panic or in real fear, but what we ask of them is to be very attentive, to pay a lot of attention to what happens and also to follow strictly the recommendations of the security forces such as police and the army on the streets as well as private protection – thus, follow the guidelines and directions of these security services."

B.D: What security measures have already been taken and implemented in Belgium?

J.J: "There are a lot. First, we have strengthened our legislation, meaning that travelling to Syria now to join IS in one way or another is punishable. You can be taken to court. Previously you had to commit terrorist acts or acts of war before you could be taken to court, but now joining IS is punishable. The same applies to investigation methods - when there is suspicion about a person joining or is intending to join IS, a judge, not police,



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2016年3月22日发生在布鲁塞尔的双重恐怖袭击事件已经过去一年。“今天我们的国家比一年前更加安全。”比利时联邦政府副首相兼内政与安全事务大臣扬·贾博4月中旬在办公室接受比中商会主席德威特专访时这样说道。

德威特：一年后，目前比利时的安全状况如何？

大臣：我经常会被问及这个问题：今天比利时比一年前更安全吗？我们采纳了一系列措施，总共有30多个，其中包括立法，增加预算，增加警员和安装摄像机网络。这些都是系列不同的措施。我对上述问题回答：是，比利时更加安全了。但是敌人也总是在改变自己的活动方式，因为他们也在观望发生的事情，以及各国是如何防范威胁的。所以，我们永远不能说“现在的工作完成了，我们今天安全了”。我们必须不断质疑这个问题，看看如何去适应和应对。

在过去的两年里，即使在袭击事件发生之前，我们不得不做的事情是，经过多年安全系统经费节俭后，对我们的系统进行纠正，并且使之达到政府的要求标准。从这个角度来看，我们现在更加安全。这是第一个要素；第二个是，恐怖袭击不仅出现在比利时，包括在周边国家，这些国家都具

can decide to use special investigation methods allowed by the legislation.

We also have legislation on mobile phones, which means that SIM cards are now registered. Until now you could buy a pay card and nobody knew. So we have strengthened the laws a lot. In 2016 we also redefined a lot of capacities such as the recruiting of 1600 police – this year will see 1400 as will next year. This brings the capacity of the federal police up by 10 per cent. The same applies to the information service and State Security. The colleges are now full, but to train these policemen takes a year and a half. And you can't make economies on that. We've taken the decision, recruitment is continuing and the result is being seen now. Every month now new people are coming out of the colleges...

Then we can speak about technology. We are now implementing an ANPR (automatic number plate recognition) network, so there will be cameras, and intelligent cameras, all over the country. There was a decision to install 1000 intelligent cameras on the main traffic axes and the border areas. And all the cameras, intelligent cameras already installed by the municipalities and local authorities, are now linked into the same network, or will be linked in, and this will be done by the end of the year.

"Another example of technology is what we call the PNR system, passenger name registration. This not only applies to air traffic but also to international trains, international buses and maritime travel, so international ships. We will register passenger names and check these against the blacklists we have, as well as against terrorist profiles we make. This will be happen quickly for air traffic as Belgium is the first country to enact this

有重要的安全文化背景。我认为，我们的人民从未恐慌或恐惧，但我们要求他们非常谨慎，要注意发生的事情，要严格遵守安全部队的建议，例如街上的警察、军队以及私人保护，遵循安全服务指导方针。

德威特：比利时已经实施了哪些安全措施？

大臣： 有很多。首先，我们加强了立法，这意味着现在以任何方式前往叙利亚加入“伊斯兰国圣战”(IS)都将受到惩罚，甚至提交法院审理。这在以前，只有进行恐怖主义行为或战争行为，才会被诉讼法庭的。但现在，只要你加入IS就可以受到惩罚。这对调查方式也同样适用，即：当某人加入IS的嫌疑，或者有加入IS的意图，我们就可以通过法官（而非警察），由法官决定采取立法允许的特别调查方法。

我们也有手机立法，就是说现在的所有电话SIM卡都已注册。而过去任何人都可以购买预付卡，没人知道。所以说，我们加强了诸多法律。2016年我们还重新定义了很多能力，如招募了1600名警察，今年招募1400人，明年也将招募1400人，这使联邦警力提高了10%。在信息服务和国家安全局方面也同样。现在，我们的警校已经满员，警察培训需要一年半的时间，在这些方面我们不能节约经费。我们决定继续招聘，如今，成效已经显现，警校每个月都送出一批警员。这是我们加强安全能力的落实。

现在谈谈技术手段。我们正在全国各地实施一个ANPR（自动号牌识别）网络，也就是安装摄像机和智能摄像机。我们决定在主要交通线路和边界地区安装1000个智能摄像机。所有这些摄像头和智能摄像机都由市政和地方当局进行安装，智能摄像机现在已经连接到或将连接到同一个网络，这将在年底前全部完成。



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law based on a European directive made at the end of the year. There are a small number of other countries that have already have installed this PNR system but ours will be based on the European directive... This means that by the end of the year we will also have the PNR system.”

B.D: China is an important economic partner for Belgium. Many flagship Chinese companies have established their European headquarters in Belgium. How can we offer to them a secure and reassuring country? What are our strengths in this area?

J.J: “I think we can say that this government has seen the importance of a performing and effective security system. We have invested a lot of money now in enhancing our security and bringing it up to standard. To give you an idea, we have now added more than one billion euro to our security system. I'm not talking about the army, just the police, state security and justice. More than a billion euro in Belgium's budget is significant.

“I also think that although we had this attack on March 22 our services also proved they are performing well because we were able to stop some attacks that were planned. When you look at Belgium, yes it suffered. But so too did France, Germany and the UK... I think we were in a wave where everyone had this threat. Our reaction was that what we had to do was invest in our security systems and I think we did the job and we will continue to do the job. I also think that public opinion is ready for investment in our security system and for measures to be taken to strengthen our system.”

B.D: Belgium is known among Chinese tourists. As security is the most important factor in tourism, how can we continue to make our country attractive and reassuring?

J.J: “I think pickpocketing occurs in every big city - I don't know about China, but in Europe. I can only say that we are now investing in and recruiting for police forces so that they are more ahead of such things. Over the past two years, however, criminality fell by between 20% and 25 %. I think there is a link in that we have the soldiers in the streets. It was really a cultural revolution for Belgium that, during the period we were under threat, we brought the army in to help police in protecting everyone. We can see clearly that in those areas where the military is patrolling criminality is almost gone. I don't have the figures with me but I think the drop in criminality in those areas is between 30% and 35%. In addition, there was the Gaudi action... pickpocketing and criminality in shops. The people doing this were often illegally in the country, so without papers. We set them out of the country. This was a combined action involving police and asylum and migration services.”

B.D: What would you want to say to our Chinese and Belgian readers?

J.J: “To the Chinese readers I would say that you are more than welcome in this safe country, a country that is open to trade, welcomes people from abroad and serves the people of Asia and China. To our Belgian entrepreneurs who work with China, I wish you a great deal of success, and whatever you can learn there bring it to us. On security matters in particular we are open to learning from other countries things we can implement in this country.” ■

另一个技术例子，也就是我们所说的PNR系统（乘客姓名注册系统）。这不仅适用于空中交通，还适用于国际火车、国际公交车以及海上旅行和国际船只，我们将登记所有乘客姓名，并与我们拥有的黑名单以及我们分辨恐怖分子的情况进行对照。空中交通很快就开始实施该系统。比利时是第一个根据年底颁布的欧洲指令依法设置PNR系统的国家，还有其他几个国家也安装了PNR系统，但我们的PNR系统将是基于欧洲指令，这意味着到年底，我们将拥有PNR系统。

德威特: 中国是比利时重要的经济伙伴。许多中国旗舰公司已经在比利时设立了欧洲总部。我们如何为他们提供一个更加安全的环境？我们有哪些优势？

大臣: 我们可以说，本届政府看到了实施有效安全系统的重要性。现在我们为加强国家安全已经投入了大量资金。给您一个数字概念，我们现已在安全系统中增加了超过十亿欧元的投资。这不涉及军队，只是警方、国家安全和司法部门。十亿欧元在比利时政府的预算中是很重要的。

我还想补充的是，虽然去年3月22日发生了恐怖袭击事件，但我们的安全部门证明了他们非常出色的能力，因为我们预先阻止了一些有策划的攻击。看看比利时，还有法国、德国、英国，这些国家都如此。我认为，我们如今处在每个人都要面对这种威胁的环境中。我们应有的反应是，在安全系统进行投资，我认为我们做了这项工作，仍将继续这样做。现在舆论赞同我们对安全系统进行投资和采取措施，以加强我们的安全系统。

德威特: 比利时在中国游客中占有一席之地。安全是旅游业最重要的因素，包括减少公共场所的犯罪和偷窃行为，我们如何继续使我们的国家更具吸引力？

大臣: 我想偷窃在每座大城市都有，我不了解中国的情况，但在欧洲是这样。我只能说，现在我们正投入资金和招募警力，打击此类犯罪事件。近两年来，比利时的犯罪率下降了20-25%。我认为这和我们街头的士兵巡逻不无关联。对比利时来说，这是一场真正的文化革命，当我们受到威胁的时候，我们的军队为警方提供了协助，保护每个公民。我们可以清楚地看到，在军方巡逻的地方，这种犯罪几乎消失了。我没有数据，但我认为这些地方的犯罪率下降了30%至35%。我们还有一个“高迪行动”计划，在购物区实施代码“高迪”的行动，专门针对偷窃和商店里的犯罪。这些罪犯往往是些非法、无证件或非法证件的人，我们只能把他们遣送回去。这涉及警方和移民局以及避难所的联合行动。

德威特: 您能对我们的中国和比利时读者说几句话？

大臣: 对中国读者，我想说，我们非常欢迎你们前来这个安全和贸易开放的国家，欢迎来自国外的人士，我们愿为亚洲和中国人民提供服务。对同中国合作的比利时企业家们，我祝你们取得更大的成功，你们在这里所学到的，可以把它带给我们。尤其在安全问题方面，我们愿意向其他国家学习可以在我国实施的经验和方法。 ■

[2] Belgian merchants learn about China's e-commerce potential at Alibaba

比利时商业代表团考察阿里巴巴园区，了解中国电子商务市场潜力

Alibaba Benelux office
阿里巴巴荷比卢代表处 供稿

China's place in the world economy has been on the rise since 1978, when the country was opened up to foreign investment. That year, China's total imports and exports of \$20.6bn ranked 32nd among all nations and accounted for less than one per cent of global trade. Fast forward to today and China has surged ahead, accounting for 16.32% of world GDP with only the USA ahead.

The growing Chinese imports are driven by the increasing Chinese middle class. Within five years the number of middle-class households rose from 43% of all households to 64% last year, and is expected to grow even further in the years to come.

The way in which the growing middle class spends is also changing rapidly. The income of the Chinese population is increasing at a faster rate than inflation and the prices of goods and services. This means Chinese consumers have more disposable income than ever before – China has 6.9 per cent GDP per capital growth rate, compared to 1.1 per cent in the US.

A recent report by McKinsey suggests that Chinese consumers are becoming more selective in how they spend their money, choosing premium over mass products. This indicates that the days of broad-based growth may be in the past. The demand for high-quality foreign brands is stronger than ever, evidenced by the sales during the Alibaba-invented shopping festival Singles' Day 2016, during which a third (33 per cent) of items purchased were from international brands. US brands followed by European brands were the beneficiaries. Interestingly, quality has become more important than ever before and Chinese consumers are increasingly likely to spend more on a product if it is foreign, as they feel it guarantees a level of quality they might not be able to find in domestic brands.

Among the factors driving retail growth are growing sales from consumers in China's rural areas and the steady growth in the number of Chinese consumers who shop online. China's retail infrastructure is not as developed as the West's. The United States, for example, has approximately four times more retail space than China. Chinese consumers have truly embraced purchasing goods online – the country now has 443 million online shoppers. This makes it the world's largest e-commerce market, with 89 per cent of internet users accessing shopping sites via mobile devices, according to the China Internet Network Information Centre.

The Chinese Government has taken a number of steps to make it easier for consumers to buy overseas goods online, including setting up cross-border e-commerce pilot zones, which now exist in approximately 10 cities, where China's customs service pro-



自 1978 年对外开放以来，中国在世界经济的地位不断上升。那一年，中国的进出口贸易总额仅为 206 亿美元，位于世界排名的第 32 位，占全球贸易总额不到 1%。快速发展到今天，中国 GDP 已占世界 GDP 的 16.32%，仅次于美国。

中国的进口增长受中国中产阶级的增长所驱动。5 年内，中产阶层家庭的比例从 43% 上升到去年的 64%，预计未来几年还将进一步增加。

持续增长的中产阶级的消费方式也在迅速改变。中国人口的收入增长比通货膨胀和商品与服务价格来得快。这意味着中国消费者比以往任何时候都拥有更多的可支配收入 – 中国的 GDP 增长率为 6.9%，而美国为 1.1%。

麦肯锡最近的一份报告指出，中国消费者在如何消费、挑选高质量产品方面变得越来越有选择性。这表明基于广泛增长的日子可能成为过去。对高质量的外国品牌需求比以往任何时候都更加强烈，仅从阿里巴巴推出的“2016 年单身汉购物节”的销售额就可以证明，三分之一（33%）的消费商品为国际品牌。美国品牌和欧洲品牌最受消费者的青睐。有趣的是，商品质量变得比以往任何时候都更加重要，中国消费者更加愿意增加开支购买外国产品，因为他们觉得这样质量更有保证，而他们可能在国内品牌无法找到同样的质量。

刺激零售增长的因素还包括中国农村消费者的消费增长和中国消费者在线购物数量的持续上升。中国零售基础设施不像西方那样发达，例如，美国零售空间比中国约大四倍。中国消费者已经真正地接受了在线购物 – 中国现有 4.43 亿的网络购物者。根据中国互联网信息中心统计，中国已成为世界最大的电子商务市场，89% 的互联网用户通过移动设备访问购物网站。

中国政府已采取一系列措施，方便消费者在网上购买海外产品，其中包括设立跨境电子商务试点区，目前约在 10 个城市设立了电子商务点，中国海关为从国外发往中国消费者的订单

vides fast clearance of small orders sent to Chinese consumers from abroad. This means goods no longer face delays and time-consuming customs clearing processes before reaching their end recipient, ensuring that the process is easier for both parties and infinitely less time consuming for the receiver.

Additionally, China does not collect sales tax in cross-border e-commerce, and the customs duty tax on items in some categories has been cut by more than a half for items purchased from websites outside China, making buying online from foreign brands very attractive to Chinese shoppers.

By 2020 Chinese consumption is predicted to have grown to \$2.3 trillion, even if GDP growth slows to 5.5%. An increasing number of international brands and retailers have recognised this and are leading the way by tapping into online channels and using e-commerce platforms in China to reach their niche audience. Entering this huge market takes commitment but with perseverance, as many companies are seeing, it can more than pay off and deliver success to brands in an ever-evolving market.

In order to open up this huge opportunity to Belgian and Dutch companies, the Alibaba Benelux office organised the first ever E-Trade Mission to the Alibaba headquarters in Hangzhou, China. On 16 and 17 March more than 150 delegates from almost 100 Dutch and Belgian companies were welcomed to Alibaba's Xixi campus to learn more about the best ways to access the Chinese consumer market and explore further collaboration between Alibaba and Benelux businesses. Categories from Belgium

provided fast clearance services. This means goods no longer face delays and time-consuming customs clearing processes before reaching their end recipient, ensuring that the process is easier for both parties and infinitely less time consuming for the receiver.

此外, 中国不征收跨境电子商务销售税, 并对从境外网站购买的某些商品的关税减少一半以上, 因而, 从国外品牌网上购物对中国消费者具有很大的吸引力。

到2020年, 即使GDP增速放缓至5.5%, 中国消费量预计增长到2.3万亿美元。越来越多的国际品牌和零售商已经认识到这一点, 并通过在线渠道以及在中国设立电子商务平台来拓展他们的利基市场。进入这个巨大的市场需要承诺, 然而, 本着毅力, 许多公司意识到他们可以在不断发展的市场中为品牌赢得更多的回报和成功。

为了向比利时和荷兰公司打开这样一个巨大契机, 阿里巴巴荷比卢代表处组织了第一支电子商业代表团, 访问坐落在杭州的阿里巴巴总部。3月16日至17日, 近100家荷兰和比利时公司的150多名代表来到阿里巴巴西溪园区, 深入了解进入中国消费市场的最佳途径, 并探索阿里巴巴与荷比卢企业进一步的商业合作。比利时商家代表来自包括巧克力、啤酒和时尚等行业。

该电子商业代表团是在同比利时合作伙伴密切协调下组织的, 合作方包括法兰德斯投资贸易局、瓦隆出口和外国投资局(AWEX)和布鲁塞尔政府。荷兰康斯坦丁王子率领荷兰代表团, 并作为促进初创企业的非政府组织Startup Delta的特使身份参加。



included chocolate, beer and fashion, among others.

The E-Trade Mission was organised in close cooperation with Belgian partners including Flanders Investment and Trade, the Walloon Export and Foreign Investment Agency (AWEX) and the Government of Brussels. In addition, Prince Constantijn of The Netherlands led the Dutch delegation as a special envoy of StartupDelta, an NGO promoting start-ups.

The event provided delegates with a 360-degree overview of Alibaba and the Alibaba ecosystem. Over the course of the two days, senior representatives including Alibaba Group President Michael Evans and Alibaba General Manager for Europe Terry von Bibra introduced delegates to the company's history, European strategy and Alibaba's business units, giving a holistic overview of the company and the opportunities for European brands in China.

Jack Ma, Alibaba Group's Founder and Executive Chairman addressed the delegation in an inspiring speech in which he reinforced that products and brands from the Benelux region are in high demand amongst Chinese consumers while pointing out that venturing into the Chinese E-commerce market needs commitment and stamina.

Participants also had the opportunity of meeting Alibaba category managers to ask sector-specific questions, and during the subsequent networking dinner sponsored by Rabobank the already cordial ties between the Dutch and Belgian delegates were strengthened even further. Karin van Hoof of Belgian Chocolatier ICKX, which is already engaged in cross-border trade through Alibaba's platforms, gave her verdict: "We are very proud to have been part of the Benelux E-mission. It gave us a good insight into Alibaba's vision of e-commerce. We have learned a lot and are confident that we will be able to reach more Chinese consumers and expand our business in China even further."

The two participating Belgian startups were equally impressed. For Bubblepost, a startup in green last-mile delivery, the visit to the Alibaba headquarters was all about collaboration and exploring new ideas. "It was an enriching experience where we discussed and explored how to collaborate on building the city of the future," said Anthony Viane, co-founder of Bubblepost.

Commenting on the event, Roland Palmer, Managing Director for Alibaba Netherlands, Belgium and Luxembourg, said: "Hosting such an amazing number of delegates from the Netherlands and Belgium at our headquarters in Hangzhou was a milestone for us almost one year after opening our Benelux office. Introducing and matchmaking brands from the Benelux region to all of the different platforms that we have to offer as a company in a two-day event shows that The Netherlands and Belgium are an integral part of our global expansion. "

"It is clear that products from our region are getting more and more popular in China. They stand for first-class quality, safety and value, attributes that are key to purchase decisions by Chinese consumers," he added. ■

这次活动使代表们有机会全面了解阿里巴巴集团和阿里巴巴的生态系统。访问的两天中，阿里巴巴集团总裁迈克尔·埃文斯（Michael Evans）和阿里巴巴欧洲总经理Terry von Bibra向代表团成员介绍了公司历史、欧洲战略和阿里巴巴的业务部门，全面概述了公司情况和欧洲品牌在中国市场的拓展机会。

阿里巴巴集团创始人兼执行主席马云在致辞上发表了鼓舞人心的演讲，他强调荷比卢地区的产品和品牌在中国消费者中的重要需求，同时指出开拓中国电子商务市场需要有承诺和耐力。

代表团成员还有机会与阿里巴巴的行业经理会面，了解各部门具体情况，并在随后由荷兰Rabobank银行赞助的联谊晚宴中，进一步加强了荷兰与比利时代表之间业已建立起来的密切合作关系。通过阿里巴巴商务平台开展跨境贸易的比利时Chocolatier ICKX巧克力公司的Karin van Hoof女士高兴地说：“我们非常自豪能够成为荷比卢电子商业代表团成员之一，这使我们很好地了解到阿里巴巴关于电子商务的愿景。我们已经学到了很多，相信我们能够走近中国更多的消费者，进一步扩大在中国的业务。”

两家比利时初创公司对此行同样印象深刻。对绿色交货初创公司Bubblepost来说，访问阿里巴巴总部是一次合作和新思路的探索。Bubblepost联合创始人Anthony Viane说：“这是一次丰富的体验，我们彼此交流和探讨了如何合作建设未来城市的构想。”

阿里巴巴荷比卢执行总经理罗兰·帕尔默（Roland Palmer）表示：“来自荷兰和比利时如此之多的企业代表团到阿里巴巴杭州总部访问，无疑是我们创建荷比卢代表处一年后的一个里程碑。在两天的活动中，我们得以向公司所有不同平台推介来自荷比卢地区的丰富品牌，表明荷兰和比利时是我们全球市场扩张的一个重要组成部分。”

“显然，我们地区的产品在中国越来越受欢迎。它们代表一流的质量、安全 and 价值，这些是中国消费者决定购买的关键因素。”他还补充说。■

[3] Chinese Super League: Europe's menace but success will lie in execution

中国足球超级联赛： 要激发一代人，需要打造当地英雄

Jaideep Chakrabarty, IFBI* student, batch 2016-17
Jaideep Chakrabarty, 国际足球商学院学生

Why are footballers from all around the globe moving to China? It's been the burning question in the football circuit for the last 18 months.

When Nicolas Anelka and Didier Drogba moved to China it raised a few eyebrows. But their short stints marred by payment controversies didn't set off any alarms. Fast forward 2017, the Chinese Super League (CSL) shook the foundations of the football fraternity by signing Carlos Tevez for a deal worth £615,000 a week.

It all started, however, with Jackson Martinez. The Colombian striker made all the right noises and quickly sprang up on the radar of the European clubs. The agents threw random rumours into the mix linking him to every club possible.

Come 3 February 2016, Martinez made a move to Guangzhou Evergrande for a fee of €42 million - a record for an Asian team. Two days later the record was smashed by Brazilian Alex Teixeira who signed for Jiangsu Suning for €50 million.

Since then stars such as Hulk, Oscar, Axel Witsel, Graziano Pellè, Demba Ba and Paulinho have made the journey to the Far East leaving deep furrows on European football's forehead.

为什么全球各地的足球运动员前往中国？——这是过去18个月里足球赛中的一个灼热的话题。

当Nicolas Anelka和Didier Drogba加盟中国足球时，曾引起了一些侧目。但是他们短暂的付款争议并没有引起任何预警。快速进入2017年后，中国超级联赛（CSL）以每周61.5万英镑的价格签约卡洛斯·特维斯（Carlos Tevez）时，则震撼了足球兄弟基金会。

这一切始于杰克逊·马丁内斯（Jackson Martinez）。这位哥伦比亚前锋的所为引起了很大反响，并迅速浮现在欧洲俱乐部的雷达上空。随即其代理人对他可能加入的俱乐部传言进行了避谣。

直到2016年2月3日，马丁内斯以4200万欧元签约广州恒大，由此成为亚洲队的纪录。两天后，巴西Alex Teixeira以5000万欧元的价格签下了江苏苏宁的纪录。

此后，足球明星如Hulk Oscar, Axel Witsel, Graziano Pellè, Demba Ba 和 Paulinho都纷纷签约中国足球，由此在欧洲足球业留下了深深的涟漪。

The business

Before discussing the Chinese Super League, let's back up to 2002. The FIFA World Cup was being held in South Korea and Japan. China, making their debut, was clubbed with Brazil, Turkey and Costa Rica. Under coach Bora Milutinovic China couldn't hold its own on the big stage. They lost all their games conceding nine goals and scoring none.

Sport is an integral part of Chinese culture and they aren't used to being second best. They are a giant at the Olympics so for them a FIFA rank of 86 was unacceptable. Thus began the endeavour to improve Chinese football.

A strong national team needs a stable and a popular domestic league at its foundation. To build a stable popular league you need the biggest stars to participate. That's where money came in.

President Xi Jinping wanted to boost the profile of the CSL and he needed private investments. In China if the State wants it, things happen. Chinese investors already had stakes in European clubs such as Slavia Prague, Sochaux and Atletico Madrid but Xi's plan for state and private investment to double the Chinese sporting economy by 2025 opened the floodgates. Football became the centrepiece of the sports master plan.



Football helps China to influence the global sports business. It unlocks the massive potential to engage with new fans, which in turn opens up revenue opportunities from uncharted territories. The long reach of football also helps Chinese brands such as Alibaba and Huawei to create awareness and grow market footholds across Europe.

The road ahead - what next?

So far the plan has worked. But can these superstars actually help lift the quality of football in China?

They had better do because the national team is in strife. China aspires to host a FIFA World Cup but their national team is far from being competitive. In fact, they may not even make it to the 2018 edition in Russia.

Years back the United States went on a spending spree by buying superstars in the twilight of their careers in a move to develop their new league. While Major League Soccer (MLS) has gone on to become one of the most efficiently managed leagues in terms of revenue and salary structure, its popularity hasn't matched that of the NFL or the NBA. Their national team has failed to inspire much confidence on the world stage and other than Landon Donovan and Clint Dempsey, no American soccer stars have gone on to become household names.

That's the Achilles heel. Teams backed by billionaires can buy as many superstars as they want but the football culture in a country can only be inculcated through home-grown talent. An Oscar might be fascinating to watch but few Chinese kids would pick up the cleats because of him. To inspire a generation one needs to produce local heroes.

China has already understood the problem. President Xi has called for an overhaul of grassroots football in the country and rules such as that every top flight team should field a Chinese goalkeeper have been created. The government has ordered a clampdown on 'irrational' spending and has started placing mechanisms to regulate the mind-boggling salaries of the foreign superstars.

Like it or not, the CSL has grabbed the attention of the world. It has played a solid hand to put 'Brand China' right at the centre of world football. The Chinese football bubble has swelled and now Europe is afraid of it. It doesn't want to accept its menace but that only proves their naivety. China has the money, the plan and the ambition but it's the execution that will ultimately prove their true mettle. ■

足球商业

在讨论中国超级联赛之前，先让我们回到2002年。那年，国际足联世界杯在韩国和日本举行，中国首次亮相，被巴西、土耳其和哥斯达黎加击败。中国足球队在博拉·米卢蒂诺维奇（Bora Milutinovic）教练下，在足球大舞台上一败涂地，他们失去了所有比赛，被进球9个，得分零。

体育是中国文化的一个组成部分，他们不习惯退而求其次。中国是奥运的巨人，所以对他们而言，中国在FIFA排名第86位是不能接受的。从此，打开了努力提高中国足球的篇章。

一个强大的国家队需要一个稳定和受欢迎的国内联赛基础。要建立一个稳定和受众的联盟，就需要顶级足球明星的加入。这就是金钱进入的源头。

习近平主席希望提升中国足球超级联赛（CSL）的形象，这就需要吸引私人投资。在中国，如果是国家所需，事情就容易办到。中国投资者已经在斯拉维亚布拉格、索沙和马德里竞技场等欧洲俱乐部进行了投资，习近平提出到2025年使中国体育经济的国有和私人投资翻一番的蓝图为之打开了大门。足球成为中国体育总体规划的核心。

足球帮助中国影响了全球的体育商业。它释放了足球新粉丝直接参与的巨大潜力，由此为该领域开辟了收益的机会。足球的远足也有助于中国品牌如阿里巴巴和华为在欧洲打造企业意识和发展市场的立足点。

前进的道路 - 下一步如何？

到目前为止，这个计划已经奏效。然而，这些超级足球明星能否帮助中国足球提高质量？

他们最好是能够做到，因为中国国家队处在问题之中。中国希望主办国际足联世界杯，但他们的国家队远远缺乏竞争力。事实上，他们甚至可能不会进入2018年的俄罗斯世界杯。

几年前，美国竞相购买职业生涯接近黄昏的足球超级明星，以打造他们的新联赛。虽然美国职业足球大联盟（MLS）在收入和薪资结构方面已经成为最有效的管理联盟之一，但其受众程度与NFL或NBA不相称。他们的国家队在世界舞台上没有激发很大的信心，除了兰顿·多诺万和克林·邓普西外，美国尚没有其他足球明星成为家喻户晓的名字。

这就是致命弱点。由亿万富豪支持的球队可以根据需要购买如此多的超级巨星，然而，一个国家的足球文化只能通过培育本土的人才。奥斯卡可能很迷人，但很少有中国孩子会因为它而拿起电影夹板。要激发一代人，需要打造当地的英雄。

中国已经意识到了这个问题。习主席要求在全国进行基础足球训练，包括制定了足球场上每支顶尖球队的守门员必须是中国球员的规定。政府下令对“非理性”支出进行制约，并开始制定相关机制来规范外国超级巨星令人难以置信的薪金。

不管你喜欢与否，中国足球超级联赛（CSL）吸引了世界的关注，它在把“品牌中国”推上世界足球中心地位上扮演着重要角色。中国的足球泡沫已经膨胀，现在欧洲感到害怕，但不愿接受其威胁，这只能证明他们的天真。中国有钱，有计划，有野心，但只有坚定执行才能最终证明他们的真正勇气。 ■

* IFBI : International Football Business Institute

[4] Axel Witsel joins Tianjin Quanjian in China

比利时球星阿塞尔·维特塞尔加盟 中国天津权健足球俱乐部

BCECC Interview

In general, what is your perception of China since you joined Tianjin Quanjian?

"From the very first moment I touched Chinese soil in mid-January I felt that I was really welcome by the Chinese people. All the Chinese I've met since then have been warm and friendly towards us. In addition, the city of Tianjin has a lot to offer and reflects the friendly spirit of the people who live here.

"A couple of days after I arrived I moved into our new house in Tianjin. Although I didn't have a lot of time to spend walking around and discovering the neighbourhood I can already see that my family will find everything and even more that they will live a beautiful life here in China. So far they haven't arrived yet since our youngest daughter is still a bit too young to travel the distance. I hope they will arrive soon because they will really enjoy the quality of life, the culture, the top school for our oldest daughter, the medical care and, of course, Chinese football."

How do you see football in China? What are your professional experiences with the Chinese team?

"The first thing I did when I arrived was go and meet my new teammates at Tianjin Quanjian. As I'll spend a lot of time with them and with the support staff in the club it felt absolutely necessary for me to see them immediately I stepped from the plane.

"In the international football world we all see that Chinese football is growing stronger year on year. The Chinese Super League is starting to become increasingly competitive not through the arrival of international footballers but also because there's a professional vision and will to make Chinese football great in the world. Of course it's not yet on the same level as competitions in Europe or Latin America but I'm sure it's just a matter of time. The Chinese have already proven that they can be top of the world in any discipline once they are dedicated to reaching that top. I definitely feel the same dedication in my team, and also in the whole Super League. That said, I'll be sharing all the experience I acquired when playing in strong European competitions with my club. After all, my teammates and myself want Tianjin Quanjian to become one of the best clubs in China.

"On the other hand I hope to learn a lot as well from my Chinese teammates about their beautiful country, their culture and typical Chinese customs. One of the first lessons I took from them was learning to eat with chopsticks. I'm doing my best but I'm still better at playing football than eating with sticks hahahaha."



Belgian ambassador Michel Malherbe and his wife with Axel Witsel
比利时驻华大使Michel Malherbe及其夫人和
阿塞尔·维特塞尔在一起

自从您来到天津权健足球俱乐部后，您对中国有何感受？

阿塞尔·维特塞尔：元月中旬，从我一踏上中国大地开始，便感受到中国人对我的真诚欢迎。我们所遇到的所有中国人都对我们十分热情友好。天津市政府也提供了很多支持，体现居住在这里的人民的友好精神。

到达后的几天，我便搬进了我们在天津的新居。虽然我没有很多时间去散步，去发现周围的一切，但我已经看到，我们家将享有在中国过着美好生活的一切，甚至更多。尽管目前家人还没有来到这里，因为我们的女儿还太小，不能远行。我希望他们能够尽快到来，因为他们将充分享受这里的生活质量、文化、医疗保健以及大女儿将就读的顶尖学校，当然还有中国足球。

您如何看待中国足球？您进入天津权健足球俱乐部后有何体验？

阿塞尔·维特塞尔：当我来到天津时，第一件事就是去天津权健与我的新队友们会面。因为我将有非常多的时间和俱乐部球员、配套人员相处，我觉得有必要一下飞机就马上见到他们。

在国际足球界，我们都看到中国足球逐年发展。中国超级联赛开始变得具有竞争力，不仅仅因为国际足球运动员的加盟，也因为他们胸怀愿景，立志让中国足球走上世界。当然，中国足球还没有达到欧洲、拉丁美洲足球比赛的同等水平，但我相信这只是一个时间上的问题。中国人已经证明，无论在任何学科，只要他们立志要达到世界的顶尖，他们就可以达到顶峰的目的。我深深感到俱乐部团队以及整个超级联赛的这种执着精神。也就是说，在与欧洲强劲的比赛中，我将为俱乐部发挥我所积累的所有经验。而且，我和队友们都致力于打造天津权健，使之成为中国最好的足球俱乐部之一。

最后，我希望从中国队友那里更多地了解这个美丽的国家、文化和典型的中国习俗。其中第一课就是学习用筷子吃饭。我尽己所能，不过，我毕竟还是足球踢得比用筷子好。

[5] First Edition of 'Say YES to China' Project

《YES中国项目》第一期培训

Last year BCECC was delighted to launch its first edition of the 'Say YES (Young Executive Stay) to China' project. Inspired by the Belgian-Japan Association/Chamber of Commerce YES programme, the scheme is a training project under the auspices of His Majesty the King.

After a strict selection process by a jury of representatives from FIT, AWEX and BIE as well as members of the Board of Directors of BCECC, participants were instructed by experts and business people over two briefing sessions.

The first briefing took place in April 2016 and focused mainly on the Chinese business context, which has its own specifics, and on how to prepare efficiently for meeting the Chinese. In the second briefing held in October, the selected participants had the opportunity to share their experiences with some of our member companies which have been doing business with China for many years.

China welcomed the YES participants for a one-week training programme from December 4 to 10. Group studies including lectures and company visits were organised during their stay. Participants were given tailor-made programmes and were introduced to potential customers in their business field.

Companies such as Claeys Expertise, Ire Elit and Codipro participated in the first edition which enabled them to have a personalised hands-on programme providing direct contact with their potential customers and partners in China.

One of the YES participants shared his experience of joining the first edition of the Say YES to China Project. Benoit Cop, Export Manager of Codipro, wrote:

CODIPRO (ALIPA Group) designs and manufactures swivel lifting rings designed to handle heavy equipment in complete safety (up to 125 tonnes per ring). CODIPRO swivel lifting rings are patented, comply with the strictest safety standards and can be used in all directions and in all positions using a single, double or triple articulation.

This first edition of the Yes to CHINA programme has been a success for Codipro. On top of the 12 potential end-users we met in several cities including Beijing, Shanghai, Tianjin, Suzhou, we also reinforced our partnership with our local distributor.

Looking at the potential market for Codipro in China, it has been decided that I will visit China every three in order to continue in this direction.

The Chinese market is due to grow a lot in coming years and we want to be part of it. We hope we can count on the chamber of commerce to help us to succeed in this market.

I wish you all the best for your future editions of the Say Yes to China programme.

If I can be of help, please let me know.

Benoit Cop
Export manager
Codipro



2016年，比中商会高兴地推出“YES中国项目（年轻经理培训）”首期活动。本计划是受比利时日本协会/商会YES项目的启发并在国王陛下的主持下推出的。

经过由FIT、AWEX和BIE代表以及BCECC董事会成员组成的评委会严格筛选后，入选参加者接受了两次专家信息报告会的指导。

第一次报告会于2016年4月举行，培训内容聚焦中国具有特色的商业背景以及如何高效率接触中国业界人士。第二次报告会于2016年10月举办，参加者有机会同在中国经营多年的一些会员公司分享实践经验。

2016年12月4日至10日，《YES项目》参加者在中国进行了为期一周的培训，集体培训包括讲座与公司参访。参加者接受了一个量身定制的培训课程，并有机会同他们业界的潜在客户见面。

Claeys Expertise, Ire Elit和Codipro等公司参加了第一期培训。这使他们通过个性化的实践项目，直接接触到在中国的潜在客户和合作伙伴。

以下是Codipro公司出口经理柯普先生参加《YES中国项目》第一期培训的经验分享：

“CODIPRO（ALIPA集团）专门设计和制造用于安全操作重型设备旋转吊环（每环吊升高达125吨）。CODIPRO旋转吊环获得国际专利，完全符合最严格的安全标准，可以单、双或三重铰接在各个方向和所有位置上使用。

《YES中国项目》第一期培训对Codipro来说是一次成功。我们不仅在北京、上海、天津、苏州等几座城市接触到12个潜在的终端客户，而且加强了我们与本地经销商的合作关系。

从Codipro在中国的潜在市场来看，公司决定我每三个月将前往一次中国，继续朝着这个方向拓展。

未来的几年，中国市场将继续快速发展，我们希望成为其中的一份子。我们期望能够依靠比中商会帮助我们在这个市场上取得成功。

愿《YES中国项目》取得更多成果。我愿为之提供帮助。”

[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 June 22, 2016, eleven foreign chambers of commerce and the international business community hosted the special event #Yes2 Belgium with Prime Minister Charles Michel and a panel discussion at Brussels' Steigenberger Wiltcher's Hotel. / 2016年6月22日, 11家国际商会和国际商界组织在布鲁塞尔STEIGENBERGER WILTCHER酒店共同组织了《YES2 BELGIUM》项目活动和专题讨论会, 比利时首相米歇尔出席了活动。



On June 23, 2016, BCECC was pleased to welcome the future Consul-Generals of Belgium to Shanghai and Guangzhou, Mr. Paul Lambert and Mr. Joris Salden during a networking lunch to meet its members. / 2016年6月23日, 比中商会为比利时驻上海总领事PAUL LAMBERT先生和驻广州总领事JORIS SALDEN先生举办了同商会会员见面的工作午餐会。



On September 6, 2016, BCECC was pleased to organize the Workshop "EU-China cross-border investment: The fact behind the myth" with Prof. Haiyan Zhang of NEOMA Business School and Prof. Hinrich Voss of University of Leeds. / 2016年9月6日, 比中商会组织了题为“中欧跨境投资”研讨会, 法国诺欧商学院张海燕教授和利兹大学HINRICH VOSS教授在研讨会上做了主题演讲。





On September 22 and 23, 2016, Mr. Bernard Dewit signed a memorandum of understanding with Tianjin Economic Technological Development Area (TEDA) in the presence of Belgian ambassador Michel Malherbe and trade commissioners of FIT, AWEX and BIE. / 2016年9月22 - 23日, 德威特主席在比利时驻华大使MICHEL MALHERBE及FIT、AWEX和BIE贸易专员见证下, 同天津经济技术开发区签署了合作谅解备忘录。



On October 13, 2016, China-related companies and job-seekers gathered for the "ChinaCareers" event to give the opportunity to young graduates or experienced job-seekers to establish a first contact with several companies active in or with China. / 2016年10月13日, 多家公司和求职者聚集“中国职业契机”活动。本次活动旨在为年轻毕业生或求职者提供同已在中国开辟合作业务的公司第一次联络机会。



On October 25, 2016, BCECC organized a networking lunch with Mr. Eric Pelletier, Vice President and Head of International government affairs of Alibaba Group Inc. / 2016年10月25日, 比中商会组织了同阿里巴巴集团副总裁兼国际政务主管ERIC PELLETIER先生见面的工作午餐会。





In light of the Chinese New Year of the Rooster, the Belgian-Chinese Chamber of Commerce (BCECC) was delighted to invite you to its annual cocktail reception on February 9, 2017 in the beautiful premises of the Egmont Palace in Brussels. / 2017年2月9日，比中商会在布鲁塞尔埃格蒙特宫举行中国农历新年招待会。



On February 27, 2017, BCECC was pleased to organize an exclusive lunch with the Vice Prime Minister and Minister of Foreign Affairs and European Affairs, Didier Reynders. / 2017年2月27日，比中商会组织了一场由比利时副首相兼外交与欧洲事务部大臣DIDIER REYNDEERS主讲的午餐报告会。



BCECC organized a networking lunch with Mr. Jo Leinen, member of the European Parliament and Chairman of the Delegation for the relations with China, on Tuesday March 21, 2017. / 2017年3月21日，比中商会举办了专场工作午餐会，欧洲议会议员、欧盟中国关系代表团主席JO LEINEN先生主席了活动。





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