



## Workshop Invitation

### ***"Chinese TIMES Enterprise going International – Germany"***

Tuesday 22<sup>nd</sup> August, 2006, from 2:30– 5:00pm  
Boardroom of German Industry and Commerce  
3601, Tower One, Lippo Centre, 89 Queensway, Admiralty, Hong Kong

*Sponsors: City Government of Hamburg & Hamburg Business Development Corporation*

*Organisers: Skillnet Consulting & German Industry and Commerce Ltd.*

*Supporter: Information and Software Industry Association*

*Hong Kong Information Technology Federation*

The international market and the outbound strategy could have been the next focus of your company. Currently the USA and European markets are the most attractive places for business, however, it is also a great challenge for Hong Kong Corporations in **TIMES industries (Telecom, IT/Consumer electronics, Media, E-commerce and Service providers)** to find a foothold in the global market. With aiming at the way, how to enter German market effectively and seeking for the potential German partners to explore China market, the government of Hamburg city, Hamburg Business Development Corporation and Skillnet Consulting (based on the conclusion of 1000+ success stories of investment in Germany) will hold a workshop: ***Chinese TIMES Enterprises going International – Germany*** in Hong Kong following the success of other workshops in Beijing, Shanghai and Shenzhen.

#### **Targeted Audiences:**

1. TIMES industries in Hong Kong (Telecom, IT/Consumer electronics, Media, E-commerce, Service Providers), other industries as well.
2. Head for Business Development, General Manager, Vice General Manager, Director and CEO
3. Companies with intention for German market or German Partners.

#### **Benefits:**

1. to get familiar with German markets, grasp the business opportunities and take full advantage of German/Europe markets.
2. to share the experiences of success and failure of other relevant companies, reduce the entry risks.
3. to know policies of Hamburg government to China investors.
4. to visit companies of TIMES industries in German/Hamburg
5. to participate in the China Times events held in Hamburg during 13-23 September. Carry out face –to–face communication with German companies. (We shall release the detailed schedule during the meeting).

## Topics of Discussion:

1. Different industries have different problems, and also with different entry models and opportunities into Europe market, such as:

	<b>Current Difficulties</b>	<b>New Concepts</b>
<b>Hardware-manufacturer</b>	As the early stage of overseas trading model, the simple import-export trade model has gradually shown its shortage, such as the trade barriers, anti-dumping from USA and European Union, slight profit, unawareness of the needs of customers and customized design.	Building factory in Germany, establishing R & D center, purchasing German technology and the acquisition/merger of German companies becomes the effective way for investment.
<b>Software-Manufacturer</b>	<ol style="list-style-type: none"> <li>1) Software outsourcing has been a part of the business of many China companies, while a majority of German companies are still used to outsource the software business to Indian companies due to the unfamiliar with the capability of China companies.</li> <li>2) Many German companies have entered China market with R&amp;D, manufacturing and sales base in China. They require the same IT systems as qualified as in Germany.</li> </ol>	<ol style="list-style-type: none"> <li>1) To be active in communicate with German companies has been an essential step to obtain the IT outsourcing projects from Germany.</li> <li>2) The local German IT operators of these German companies need to find local China IT companies for cooperation.</li> <li>3) Some German IT companies who want to enter China market needs to find a China partner to explore the China market cooperatively.</li> </ol>
<b>Telecom</b>	Focus on domestic market	China exceeds German in the number of mobile phone user significantly. The types and costs of value-added services in China also own obvious advantages than those in Germany. China companies need to seek German partners to enter German market.
<b>Media</b>	Many fields still remain unpredictable to foreign investors. Actually partial media industries, such as movie production industry has been open for overseas companies.	Seeking German media partners initiatively as soon as the industry is open to overseas markets.
<b>Advertisement</b>	Many German companies entered China with their original local advertisers unable to enter China market due to various reasons.	Local China Advertising Agency could contact with German advertising agency directly to serve German customers in China.

## 2. Introduce “China Time Delegation”

For companies who have an intention to invest in Hamburg, this meeting serves as the preparatory session for the Hamburg-trip in the late September. During 13<sup>th</sup>, Sep. 2006 – 1<sup>st</sup>, Oct. 2006, the city of Hamburg will hold a “China TIME” events, which aiming at giving a general introduction of China to Germany and Northern-Europe, meanwhile, to celebrate the 20<sup>th</sup> anniversary of partner cities -- Hamburg and Shanghai. The **Premier of China Mr. Wen Jiabao** will also lead a delegation to Hamburg for the “Hamburg-China-Europe Summit” (in Plan, please refer to [www.hamburg-summit.com](http://www.hamburg-summit.com) for more information), **Mr. Yang Yuanqing (President of Lenovo Group)** will attend the opening ceremony of the conference (confirmed). Through the “China TIME” events, companies has the opportunity to get acquainted with the TIMES industries in Hamburg/Germany (visit 6-8 relevant large German companies, and get contact with about 20 small & middle sized companies in one week). The conference will arrange managers from financial circles of Europe and China to have a face-to-face communication.

## Speakers:

### **Mr. Yao Cong, General Manager, Skillnet Consulting (Shanghai) Ltd.**

Since its founding in 1995 as a specialized consulting firm for the multimedia market/TIMES-segments (Telecom, IT/Consumer electronics, Media, E-business and Service Providers), Skillnet has realized approximately 1,000 projects for more than 100 clients in 20 countries within the last 11 years. For reference: Deutsche Telekom, MOBILCOM, Vodafone, Siemens, Philips, Bertelsmann, EDS, Deutsche Bank, 3i, Haier Group., etc. Business activities: Management Consulting, Market Intelligence, Technology Consulting, Financial Services. Website: [www.skillnet.com](http://www.skillnet.com)

### **Ms. Anne Thiesen, Executive Director, German Industry & Commerce Ltd.**

Starting from 1986, German Industry and Commerce Ltd. represents Hamburg Business Development Corporation in Hong Kong by offering support to companies who are interested in investment in Germany or in Europe market based in Hamburg. Website: [www.china-center-europe.com](http://www.china-center-europe.com)

## **Workshop Agenda:**

Time	Topics	Speakers
14:00 – 14:30	Workshop registration	
14:30-15:20	1) Brief introduction of Times industries(Telecom, IT/Consumer electronics, Media, E-commerce) in Europe/Germany markets. 2) Market strategy of entering Europe/German markets 3) Cases analysis of China companies entering German market (Speech will be conducted in Mandarin with English presentation materials)	Mr. Yao Cong
15:20-15:30	Question & Answer	
15:30-16:10	1) Services and supports from Hamburg Business Development Corporation for China companies entering German market 2)Introduction of the China TIME events held in Hamburg in late September	Ms. Anne Thiesen
16:10-16:30	Introduction of the business delegation to Hamburg in September	Mr. Yao Cong / Ms. Anne Thiesen
16:30-16:45	Question & Answer	Mr. Yao Cong / Ms. Anne Thiesen
16:45-17:00	Tea Break	

**Fee: Sponsored by City of Hamburg**

**Seats are limited and available on first-come-first served. Maximum 2 participants per company**

**Register before Friday 18.08.2006 for this free workshop by sending us the form to**

**<< Fax No.: +852 2810 6093, E-mail: [chan.michelle@hongkong.ahk.de](mailto:chan.michelle@hongkong.ahk.de) >>**

For any inquiries on the TIMES workshop, please call Ms. Michelle Chan at Tel.:+852 2532 1226

( ) I/We will attend the TIMES workshop on Tuesday, 22 <sup>nd</sup> August 2006, 2:30 – 5:00pm		
Company name:	Participant(s) Name & Title:	
E-mail:	Tel.	Fax:
Address:	Web Site:	

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