

# 2021 ANNUAL REPORT

German Chamber of Commerce in China





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09

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**We are organized by locations and expertise**, which is why our offices are close to our customers. Our areas of expertise are directed to our customers current needs and their branches.

**We focus on the transportation industry and the energy sector.** Specifically, our core competencies are: automotive, aviation, traffic, special purpose machinery, IT & media, communications, rail & transportation, as well as consumer goods & retail.

**With our expertise, we are active across branches and industries.** Core requirements of our customers are the transformation through digitalization and of organizations towards agile methods or cost and quality optimization.

**P3 develops tailored strategies** for customers, to push new ideas, projects and innovations together. We live an end-to-end approach that shows with our business in the field of Smart Services: from ideation to business model conception and the development and piloting of MVPs to the implementation and hedging of the serial product, as well as the final implementation into the market, we accompany our customers closely.

**The unique aspect of our consulting approach lies within our employees.** Since our founding, P3ers have been curious, adventurous and work with a researcher spirit. As our consultants take responsibility for project results towards our customers very early and we encourage individual responsibility with a very flat hierarchy, we take on significant responsibility and have an above-average quality awareness in our projects.

This acquisition of responsibility leads to a "maker" culture and shows itself in our company growth: Every year, we found new entities with the help of P3 consultants that develop their topics as subsidies. Those experiences flow into our own approach of consulting.

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Get in touch

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# Foreword

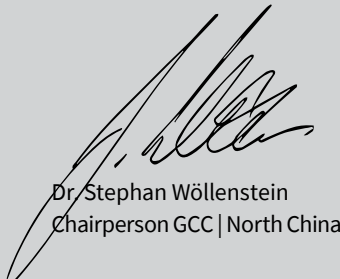
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**2021** marked the second year of the pandemic, with ongoing disruptions to supply chains and international travel. We witnessed a sharp increase in ocean freight cost and, later that year, unexpected power cuts. Going forward, the business community and society will be facing additional inflationary pressure. Yet we were happy to see that most of our members have an overall positive outlook on 2022, according to our Business Confidence Survey.

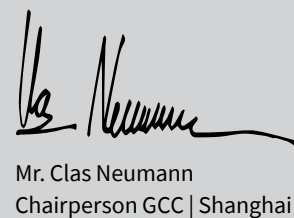
We continue to prioritize being the platform for the Sino-German business community, assisting in market localization, and helping bridge business opportunities. We strive to keep you informed about new developments and policies as they unfold. The German Chamber will continue to support its members with the charter flight program, further expand our advocacy work, and bring you the latest market and business insights in various online and offline formats.

Our milestones in 2021, to name a few: China-wide, we held over 230 government meetings, revamped and modernized our business magazine, the Ticker, and launched our industry-oriented “Xplore China” delegation series, to accommodate our members’ needs. In the South and Southwest region, we

Yours truly,



Dr. Stephan Wöllenstein  
Chairperson GCC | North China



Mr. Clas Neumann  
Chairperson GCC | Shanghai



Mr. Ulf Reinhardt  
Chairperson GCC | South & Southwest China

introduced commercial summits and continued with the GM roundtables, factory visits, and social events like the Spring Reception and Oktoberfest. In East China, we developed new roundtable formats, took a deep dive into digitalization topics, launched our CEO Dinner Series and our Women’s Executive Network, W.E.C.U. In North China we introduced the Cybersecurity Law Series and continued with our traditional popular events, such as the German Soccer Championship in Beijing, automotive roundtables, and social events like the Christmas Market.

With the new federal government in Germany opening a fresh chapter in the relationship between Germany and China, the German Chamber will remain the voice of the German business community in China. We will continue to keep the communication channels in the Sino-German Business relations open, help the Sino-German business community to connect and grow in China, and keep your membership meaningful and valuable. Last but not least, we plan to meet up more frequently with our members, exchange views, and learn from you. To this end, we invite all our members to regularly engage and interact with us. We look forward to closely working together with you in this upcoming year and being a strong voice for German businesses in China.

2

# About Us

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Learn about the German Chamber of Commerce in China, our services and activities in 2021.



# ABOUT US



**AHK** Greater China is part of the German Chambers of Commerce Worldwide Network (AHK) which includes 140 offices in 92 countries. The AHK's history in Greater China stretches back to 1981, when the first office was opened in Taipei. With our five main offices and seven supporting offices in China and Germany, we focus on trade and investment between these two regions. We also support our members' business interests through the comprehensive services provided by our business and investment, and membership platforms.

**Official Representation**

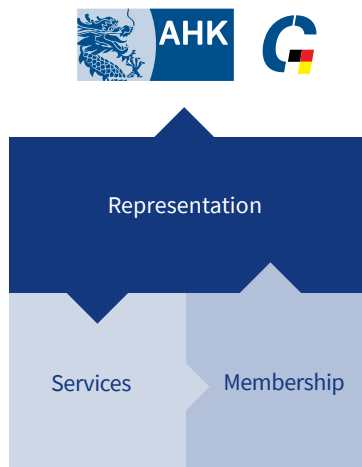
The Delegations of German Industry & Commerce in Beijing, Shanghai, and Guangzhou, German Industry & Commerce Ltd. in Hong Kong, and German Trade Office Taipei officially represent the Association of German Chambers of Industry & Commerce in Greater China. On behalf of the Federal Republic of Germany, they represent the overall economic interests of Germany and focus on the promotion of bilateral trade and investment between Germany and Greater China. Additionally, through the Delegation, the German Chamber Network in Greater China is in close contact with the Chinese government and supports political delegations on their visits to China.

**Member Organization**

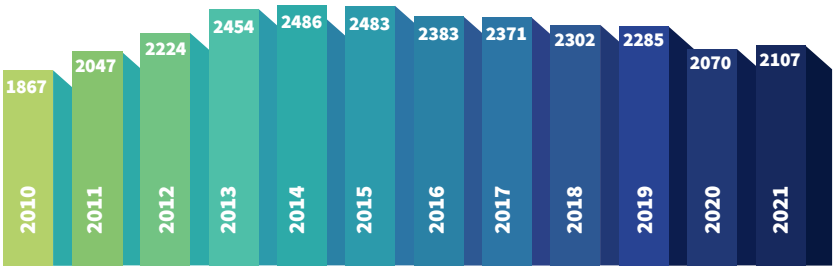
The German Chamber of Commerce in China is the official member organization with over 2,100 members in mainland China, which represents German companies doing business in China. The German Chamber helps its members succeed by providing up-to date market information and practical advice. It offers a platform for the Sino-German business community and represents its members' interests toward stakeholders, including governmental and public stakeholders.

**Service Provider**

German Industry & Commerce (Taicang) Ltd. for Mainland China, German Industry & Commerce Ltd. for Hong Kong and DEinternational Taiwan Ltd. are the service branches of the German Chamber Network in Greater China. Under the umbrella of German Industry and Commerce Greater China and via the global brand DEinternational, the GIC branches offer companies uniformly consistent and extensive services throughout the Greater China region — with the high level of quality guaranteed by the German Chamber Network. For SMEs in particular, this translates to customer focus, market expertise and transparency.



Membership Development of the German Chamber of Commerce in mainland China (2010-2021):



# MEMBERSHIP BENEFITS

## DISCOUNTED BUSINESS SERVICES

Fast track German business visa applications

**58** office incubation solutions (OiO) provided

**154** customized in-house training and public courses

**9,061** dual vocational certificates to date

**60** German companies supported with their digital market entry

Legal and investment services

Business partner search

Trade fair services

BUSINESS SERVICES

MARKET ENTRY

EVENTS

POLICY UPDATES

NETWORK

## NETWORK

**2,107** member companies China-wide

**407** events, webinars, and roundtables at reduced rates for members

Brand exposure and speaker opportunities

MARKET INTELLIGENCE

ADVOCACY

## ADVOCACY

**25** charter flights with over 5,000 passengers since 2020

**230** Chinese government meetings to advocate for your needs, such as the Individual Income Tax Reform

**80** press contacts

**70** companies directly supported on specific cases

Connect with governmental institutions and public stakeholders in Germany and China

## MARKET INTELLIGENCE

Business Confidence

Free German Chamber Business Journal "Ticker"

Member-exclusive salary benchmarking data

**16** policy factsheets and call for comments



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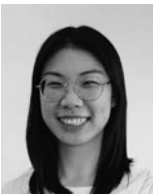
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\*Bosch has achieved CO<sub>2</sub> neutrality according to internal calculations. CO<sub>2</sub> neutrality is currently being certified by an independent auditing company. To achieve CO<sub>2</sub> neutrality, Bosch invests in energy efficiency, increases the contribution of renewable energies in its energy supply, buys green electricity and compensates for unavoidable CO<sub>2</sub> emissions.

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# 中德企业合作示范基地

► 太仓高新技术产业开发 Taicang High-tech Industrial Development Zone

集聚 410 家德国企业的“上海下一站” -- 太仓，既是虹桥国际开放枢纽北翼发展极的重要城市，更是写入《长江三角洲区域一体化发展规划纲要》的中德中小企业合作区。江苏省太仓高新技术产业开发作为太仓市对德合作主阵地，自 1993 年第一家德企落户以来，已集聚舍弗勒、博泽、通快等一批知名企业，占太仓全市德企 90% 以上，形成了以高端装备制造、新能源和智能网联汽车、航空航天、生物医药、新材料等产业创新集群。先后被授予中德企业合作基地、中德中小企业合作示范区、中德（太仓）智能制造合作创新园等荣誉称号。全球第 6 家中国第 3 家德国中心、德工商中国区总公司、柏林太仓创新中心相继落户在此。太仓德国啤酒节、玛丽蒂姆酒店、罗腾堡德国风情街、申德勒加油站西餐厅等德国元素的生活场景营造了太仓良好的对德合作城市氛围。

As the hometown of German enterprises in China, Taicang is the nearest city to Shanghai. There are already 410 German companies in Taicang. And Taicang High-tech Zone is one of the development zones with the highest concentration of German enterprises in China. More than 800 foreign enterprises, including 370 German enterprises, such as Schaeffler, brose, Trumpf and mubea, forming a modern industrial system. The high-quality development of Taicang High-tech Zone benefits from the excellent business environment. We have a service slogan of “No bothering, fast responding”.



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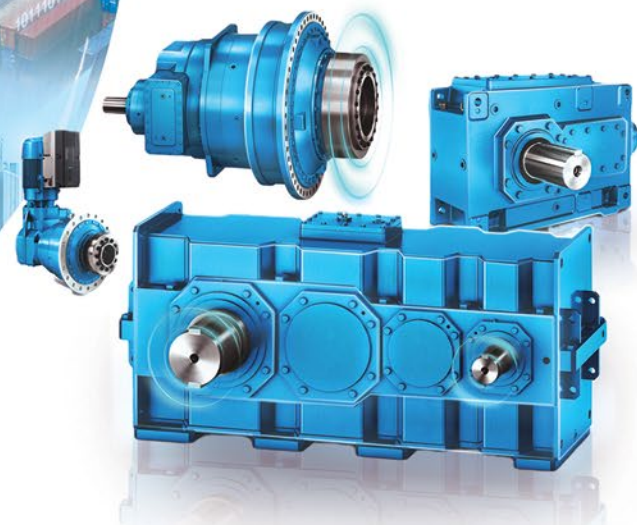
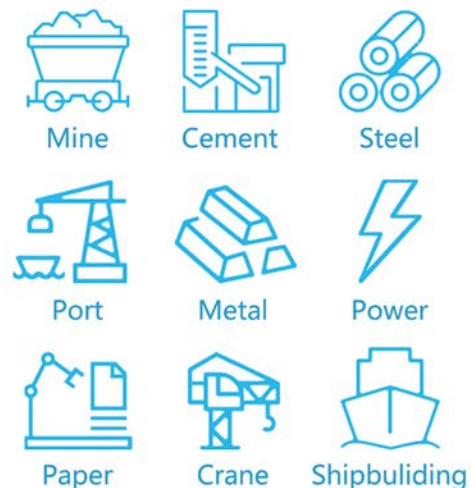
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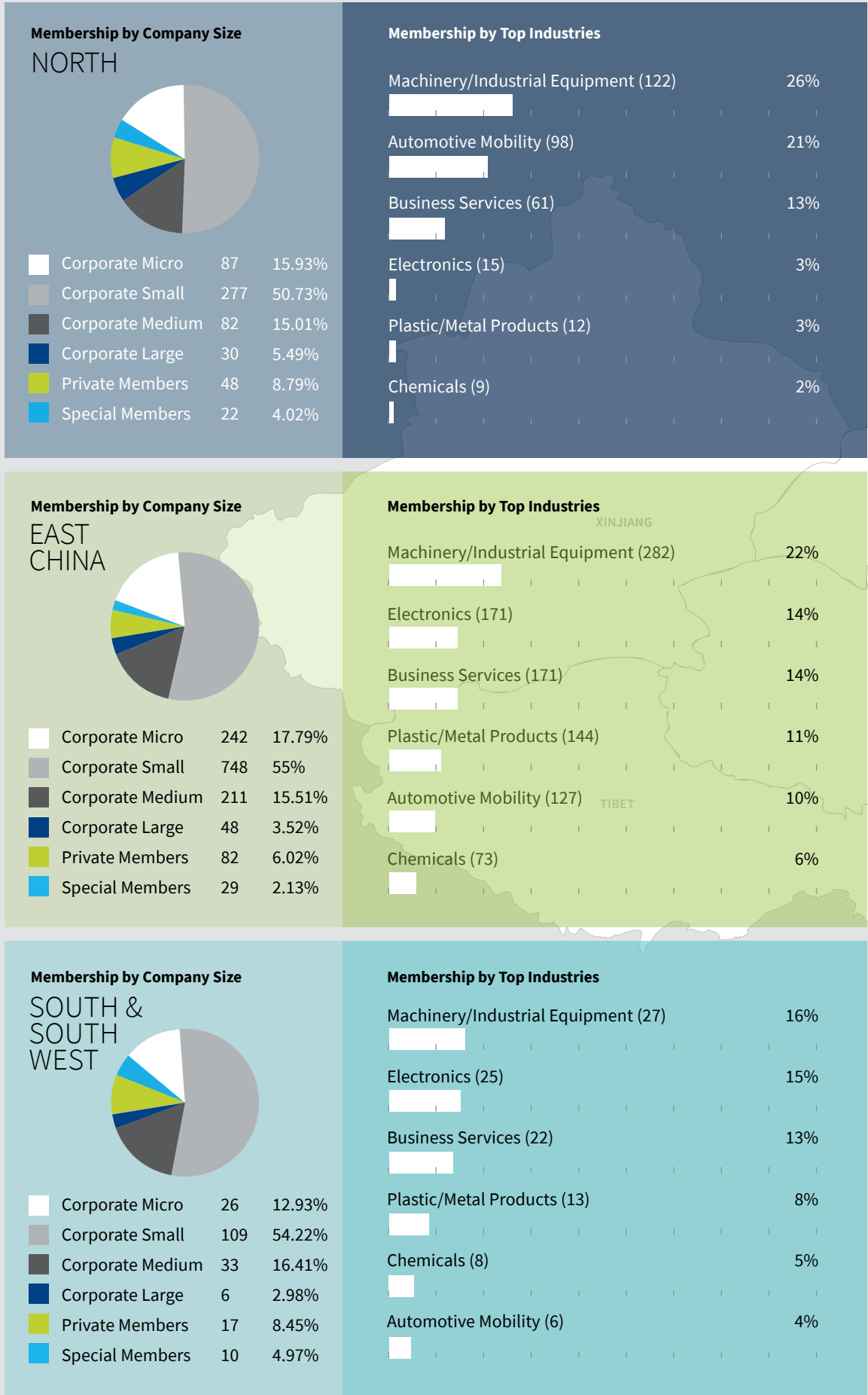
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MEMBERSHIP



Membership by Company Size

EAST CHINA

Corporate Micro	242	17.79%
Corporate Small	748	55%
Corporate Medium	211	15.51%
Corporate Large	48	3.52%
Private Members	82	6.02%
Special Members	29	2.13%

Membership by Top Industries

Machinery/Industrial Equipment (282)	22%
Electronics (171)	14%
Business Services (171)	14%
Plastic/Metal Products (144)	11%
Automotive Mobility (127)	10%
Chemicals (73)	6%

Membership by Company Size

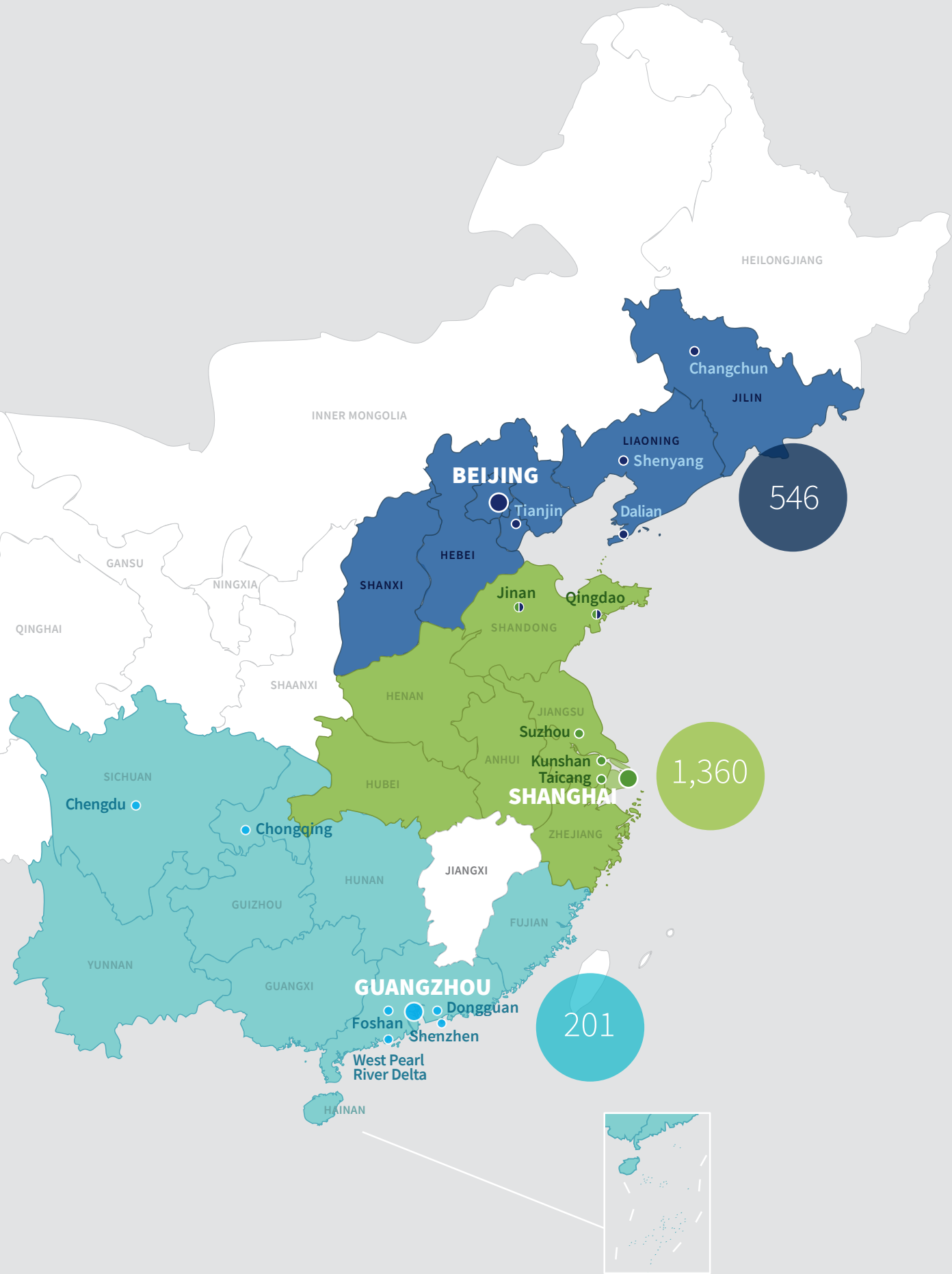
SOUTH & SOUTHWEST

Corporate Micro	26	12.93%
Corporate Small	109	54.22%
Corporate Medium	33	16.41%
Corporate Large	6	2.98%
Private Members	17	8.45%
Special Members	10	4.97%

Membership by Top Industries

Machinery/Industrial Equipment (27)	16%
Electronics (25)	15%
Business Services (22)	13%
Plastic/Metal Products (13)	8%
Chemicals (8)	5%
Automotive Mobility (6)	4%

Company Sizes:    Micro 1-10 employees    Small 11-250    Medium 250-1,000    Large more than 1,000



Membership by Region

NORTH

Beijing	289
Liaoning	112
Tianjin	57
Jilin	30
Shandong	16
Hebei	11
Others	31
Total	546

EAST CHINA

Shanghai	904
Taicang	89
Suzhou	88
Zhejiang	60
Kunshan	52
Shandong	21
Others	146
Total	1360

SOUTH AND SOUTHWEST

Shenzhen	69
Guangzhou	53
West-PRD	18
Southwest China (Chengdu, Chongqing)	17
Dongguan	15
Foshan	8
Others	21
Total	201



MEMBERSHIP

FRIENDS OF THE GERMAN CHAMBER IN CHINA



WHAT ARE THE BENEFITS?

Connect with German Chamber member companies in China.

Access our network of valuable connections in Germany and China and network with the German, Chinese & international business community.

Take part in high-level business and matchmaking events and share your expertise.

Gain unique visibility and exposure in our publications and on social media.

Get information on investing and developing successfully in the German market.

To help connect German companies in China with Chinese companies, we open our business network for Chinese companies to join us as “Friends of German Chamber.”

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Chinese companies interested in connecting with, and increasing business cooperation with German companies.

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FINANCIALS

ALLOCATION OF EXPENSES 2021

General Expenses and Administration	¥15,522,828.97
Publications	¥221,898.49
Events	¥1,692,727.39
Other	¥356,104.72
TOTAL	¥17,793,559.57

REVENUE DISTRIBUTION 2021

Publications	¥1,462,915.94
Yearly Sponsorships	¥2,060,586.89
Membership Fee	¥10,142,682.64
Friends of Chamber	¥1,085,564.10
Events	¥3,039,570.41
Other	¥1,336,606.74
TOTAL	¥19,127,926.72

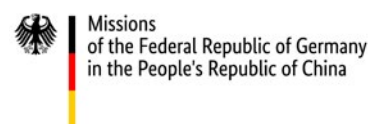


# CSR - MORE THAN A MARKET



By practicing Corporate Social Responsibility (CSR), companies can have a true impact on all aspects of society, including economic, social, and environmental. The continuing success of German companies in China depends on a new perception of the business environment here: namely, that China is more than just a market!

Since 2015, the More than a Market initiative has provided a platform for sharing and developing best practices of CSR engagement by German companies in China. Hosted by the German Chamber of Commerce in China, and with the support of the Missions of the Federal Republic of Germany in the People's Republic of China, the goal is to showcase the best CSR initiatives by German enterprises for Chinese society and their added value, to encourage and inspire companies to catalyze sustainable projects by providing knowledge on relevant CSR, sustainability, diversity & inclusion related topics and create a strong network among like-minded companies and stakeholders on CSR activities.



The More than a Market initiative focuses on four content pillars:

## EVENTS



We host a variety of workshops, panels, discussion rounds and online events on relevant CSR and sustainability topics.

## AWARDS



Annually, we award companies and their outstanding CSR projects in various categories.

## FORUMS



Prior to the Awards, participants benefit from an annual Forum, a half-day conference offering workshops and panels.

## PUBLICATIONS



We issue publications with all More than a Market organizers, German Chamber standalone articles, and various partners.

## THE AWARDS 2021

On 16 September 2021, we hosted for the 6th time the More than a Market Forum and Awards Gala in Shanghai — this time under the theme of “Sustainable Mindsets for Sustainable Business.”

At the Awards Gala, an independent jury honored exceptional CSR projects by German companies in China in five different categories:



In the Awards Category “**Education**,” **Covestro China** received an award for their project “Covestro MagicMaterial School.”

outstanding efforts in the company’s project “Hand in Hand-Caring Children with Autism.”

In the category “**Environmental Protection**,” **Trolli Guangzhou Confectionery Co., Ltd.** was honored for their “Waste Water Treatment Plant (WWTP) Upgrading Project.”

In the Awards Category “**Sustainable Supply Chains**,” the jury honored **BRUGGER Magnetsysteme GmbH** and its “Increasing Sustainability in Magnet Supply Chains” project.

In the Awards Category “**Diversity & Inclusion**,” **Bosch Automotive Products (Suzhou) Co., Ltd** was awarded for their

In this year’s Special Category “**Jury Selection**,” **ALDI CHINA** has been selected for its “Cooperation with Food Bank to Avoid Food Waste.”

## WINNERS



## SHORTLISTED COMPANIES



**Congratulations to all winners, shortlisted companies and further 69 submitted projects!**

**All projects can be found in the More than a Market 2021 publication on [www.morethanamarket.cn](http://www.morethanamarket.cn)**



## THE FORUM 2021

The More than a Market Forum was opened with remarks from Maximilian Butek, Executive Director at the German Chamber of Commerce in China | Shanghai and Richard Cuntz, Consul Economic Affairs at the Consulate General of the Federal Republic of Germany. During the event, participants were invited to attend a wide range of CSR-related workshops, as well as high-level panel discussions and a keynote by Zhang Yifei, Secretary General at Fosun Foundation. On top of that, guests were invited to network with NGOs and further social enterprises during our Social Market.

### The Workshops:

- “Why Diversity and Inclusion Needs To Be a Top Priority for SMEs” — In partnership with our Think Tank Partner, D&I Consulting
- 残障包容的双赢价值 (“The Win-Win of Disability Inclusion”) — In partnership with our Think Tank Partner, Taicang Inclusion Factory
- “Inspiring & Empowering Your Employees on Sustainability” — In partnership with our Think Tank Partner, Collective Responsibility
- “Make Environmental Protection Your Competitive Advantage” — In partnership with our Think Tank Partners, Konrad-Adenauer Stiftung Shanghai Representative Office and Business Ecology

### The panel: “The Supply Chain of CO2 Emissions — Best Practices and Long-Term Solutions”

Representatives from German companies discussed what their company's overall approach for reducing CO2 emissions was,



and how they were planning to further decarbonize their supply chains. Among the panelists were Bradley Morrison, Senior Vice President of Operations & Site Management at Greater China, BASF, Michael Haendel, Corporate SCM Head China and Asia-Australia at Siemens China, and Zixi Zheng, CEO of SupplyOn Asia-Pacific. The panel was moderated by Jens Hildebrandt, Executive Director and Board Member of German Chamber of Commerce in China | North China.



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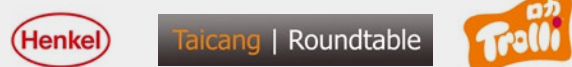
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Focus on  
needs of  
enterprises

Course covers  
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technologies

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4

# Advocacy and Press

The German Chamber engages in nationwide and regional advocacy events, keeping close contact with government offices and institutions to benefit our members. The Chamber is often featured in local and national media outlets, promoting relevant topics through the press.



# ADVOCACY ACTIVITIES

Nationwide and Regional Highlights

230+

MEETINGS  
WITH CENTRAL  
AND LOCAL  
GOVERNMENT

70

SUPPORT  
PROVIDED TO  
COMPANIES ON  
SPECIFIC CASES

25

POLICY  
UPDATES  
ON WECHAT

With an increasingly challenging business environment and complex regulatory framework, as well as growing costs for risk & compliance management, German companies in China have a stronger need for quick assessments, practical guidance, and input for their China strategies. With our government affairs and advocacy work, we strive to support our members and their growth in the Chinese market. At our over 230 meetings with central and local government we addressed relevant topics for German companies. Some of our successes include:

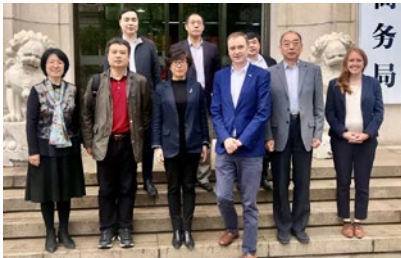
- Fast-track program for the continuation of Charter Flights
- IIT Reform: Extension of non-taxable allowances for foreigners
- Power Shortages: In close communication with local governments, we supported companies in their efforts to be supplied with power again
- Call for Comments: Comments submitted were implemented in the final drafts of the National Basic Catalogue for Public Social Credit Information and SAMR Measures for the Administration of Company Lists of Serious Illegal and Dishonest Acts



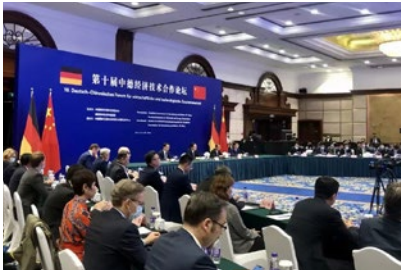
**April 15, 2021:**  
A delegation of eight member companies, headed by Maximilian Butek, Executive Director of the German Chamber of Commerce in China | Shanghai, joined a roundtable with Shanghai's Vice Mayor, Ms. Zong Ming, and the city leadership, as well as several departments from the Shanghai Municipal Government. Topics discussed included travel restrictions, cancellation of tax allowances for foreigners, Shanghai's future development, and how the specific needs of the companies fit in.



**April 15, 2021:**  
German Chamber met with Chinese Foreign Affairs Vice-Minister Qin Gang and government officials from the Ministry of Commerce (MOFCOM) and the National Development and Reform Commission (NDRC) in Beijing.



**April 22, 2021 :**  
German Chamber of Commerce in China met with Yang Liu, Deputy Director General at the Tianjin Municipal Bureau of Commerce, along with several representatives of the Tianjin Foreign Affairs Office and the Tianjin Municipal Tax Bureau.



**April 28, 2021:**  
Clas Neuman, Chairperson of the German Chamber of Commerce in China | Shanghai, spoke at the 10th Sino-German Economic and Technological Cooperation Forum in Beijing, which was organized by the National Reform and Development Commission (NDRC) and the German Federal Ministry for Economic Affairs and Energy (BMWi).



**May 18, 2021:**  
The "5.18" China-Germany Economic & Trade Conference, jointly organized by the CCPIT Hebei Sub-Council, the Economic Development Bureau of Brandenburg, and the German Chamber of Commerce in China, was held in Langfang.



**September 2, 2021 :**  
Jens Hildebrandt, Executive Director of the German Chamber of Commerce in China | North China, spoke at a meeting during the CIFTIS (China International Fair for Trade in Services) in Beijing. Vice Premiers of the State Council, Han Zheng and Hu Chunhua, and the Secretary of the Beijing Municipal Party Committee, Cai Qi, also visited the German Pavilion.



**September 17, 2021:**  
He Zuoxian, Deputy Director General of Guangdong SME Bureau, Martin Klose, Executive Director and Board Member of the German Chamber of Commerce in China | South & Southwest China, and Feng Xingliang, Chief Representative of NRW, Global Business China/Beijing & Guangzhou, spoke at the Sino-German SME Forum and Cooperation Matchmaking event during the China International SME Expo in Guangzhou.



**October 28 and 29, 2021:**  
Dialogue Shandong 2021- the Germany-Shandong Industry Cooperation and Exchange Conference was held in Jinan, together with the People's Government of Shandong and the China Council for the Promotion of International Trade.



**December 21, 2021:**  
Pre-meeting with Changzhou's Party Secretary Chen Jinghu, before the Jiangsu-Germany Dialogue Conference.



# 80+

PRESS  
CONTACTS/  
INQUIRIES

# 280+

MENTIONS  
IN THE PRESS  
(INTERNATIONAL,  
GERMAN &  
CHINESE)

2021 was an eventful year with unprecedented challenges, putting national and global systems under enormous strain and testing companies' resilience. As in previous years, the German Chamber of Commerce conducted extensive press work, bringing awareness to the Chamber's activities, advocating for the interests of German businesses in China, and helping foster a positive image of German companies in China.

Last year we took our mandate to heart and stepped up our efforts: We published flash surveys, major reports such as the Business Confidence Survey and the Labor Market and Salary Report, gave more than 80 interviews and public

statements, and were featured in over 280 media clippings. Furthermore, we provided helpful tools to our member companies, with practical guides on topics such as the IIT Reform, Export Control Law, Data Security Law, and China's Personal Information Protection Law. The German Chamber also made headlines by being at the forefront of supporting German companies during the crisis: we organized charter flights to China throughout the year, bringing back urgently needed staff and their families. In 2021, we successfully leveraged local, national and international media in order to increase and strengthen the voice of German companies in China. In 2022, we will continue to carry our message across through meaningful and impactful press work.





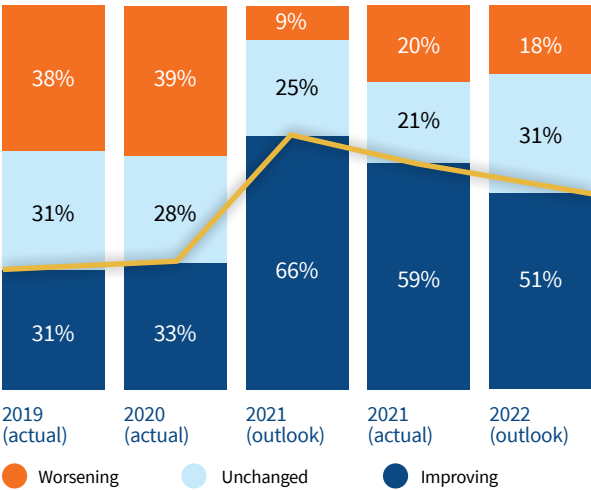
# BUSINESS CONFIDENCE SURVEY 2021/2022

Business Outlook Positive – Unequal Treatment and Localization Challenge German Companies in China

## BUSINESS CONFIDENCE AHEAD – REALISM REPLACES STRONG POSITIVITY

- German companies’ performance and outlook robust but damped after COVID-19 recovery expectations
- Business opportunities in China continue to lose significance
- Half of the surveyed German companies regard China’s upcoming ‘30-60’ decarbonization goals as a business opportunity
- 71% of German companies plan to invest in China in the next two years, in particular in manufacturing facilities and R&D
- 96% of German companies stay put in the Chinese market
- A third of German companies that are decreasing investments in China name politicization of business and increased domestic competition as main reasons

**Figure 1: Industry Development and Outlook Robust but Damped After COVID-19 Recovery Expectations.**  
How do you evaluate the development of your industry in China in 2021 compared to last year? And what are your expectations for 2022? (2020/21 n=535; 2021/22 n=587)

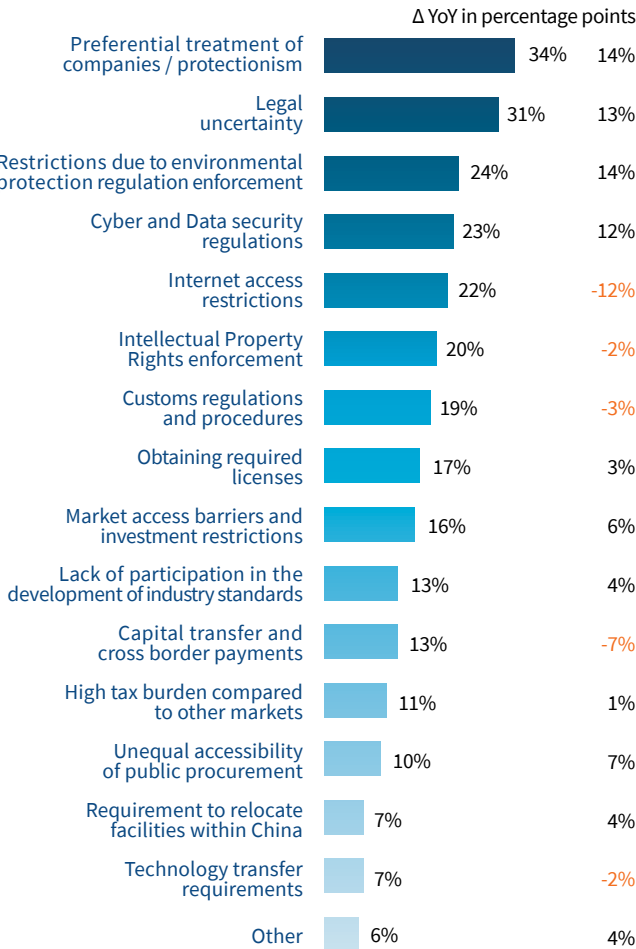


Note: “I don’t know” answers excluded

## SELF-RELIANCE? IMPACT ON LEVEL PLAYING FIELD

- Preferential treatment of local companies has become the top regulatory business challenge in 2021, with one-third of German companies experiencing unfavorable treatment
- Legal uncertainty is the second biggest regulatory challenge for German companies in China
- German companies see dual circulation as both a challenge and an opportunity
- Travel restrictions are among the top challenges for German companies, negatively impacting mid-term mutual understanding, foreign investment, and growth
- More than half of the German companies face negative impact due to decoupling in terms of hampered cooperation and exchange and decreasing investment confidence in the next two years

**Figure 2: Preferential Treatment of Local Companies: Top Regulatory Business Challenge.**  
Please select your top 3 regulatory business challenges. (n=546)



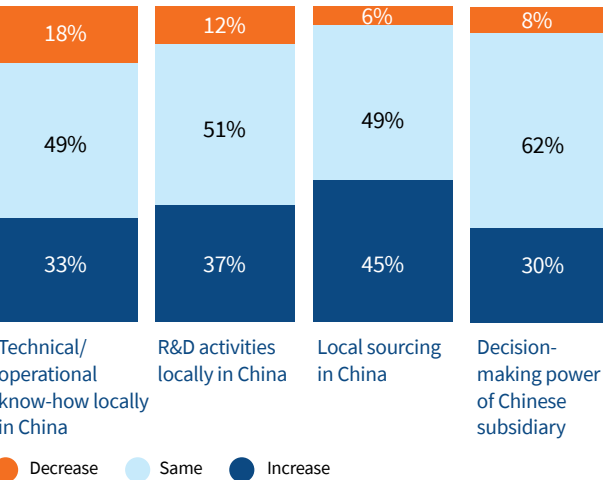
Note: Multiple answers possible; percentages based on number of responses

## LOCALIZATION 2.0 – DRIVEN BY OPPORTUNITIES AND CONSTRAINTS

- Becoming more local by cooperating with partners, sourcing, and R&D, mitigates decoupling tendencies
- Travel restrictions accelerate localization, with one-third of German companies localizing technical and operational know-how in China
- 50% of the surveyed companies expect Chinese competitors to become innovation leaders in their industry within the next five years

**Figure 3: Travel Restrictions Accelerate Localization, with One-Third of German Companies Localizing Technical Know-How in China**

Which of the following consequences does your company face after more than 1.5 years of ongoing travel restrictions? (n=524)



Note: “not applicable” answers excluded

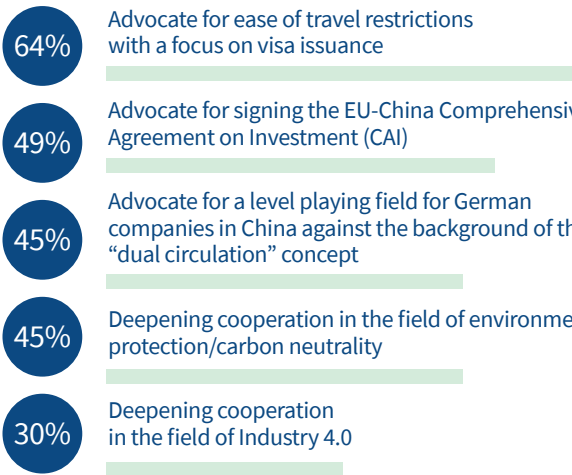
## GROWING NECESSITY FOR RISK AND COMPLIANCE MANAGEMENT

- 40% of the surveyed companies are indirectly or directly affected by the US sanctions on Chinese businesses or individuals
- Almost half of the companies are planning — or have already started — to implement new compliance measures for the German Supply Chain Law
- 70% of German companies use the CSCS platforms, mainly for obtaining credit information of potential business partners before a transaction

- IP enforcement continues to pose challenges for German companies in China
- Technical requirements and limitations of cross-data transfer are the main concerns attributed to the Chinese Cyber Security Law

**Figure 4: German Government to Advocate for Improved Level Playing Field, Ease of Travel Restrictions, and German-Chinese Cooperation.**

Which economic topics should be prioritized in the China strategy of the new German government? (n=520)



Note: multiple answers possible, percentages based on number of respondents

**From German companies’ perspective, the new German government should continue to advocate for an improved level playing field, the ease of travel restrictions, and the deepening of German-Chinese economic cooperation in various fields.**

The Business Confidence Survey is published by the German Chamber of Commerce in China in cooperation with KPMG AG Wirtschaftsprüfungsgesellschaft. With a 15 years history, this is our longest-running instrument to measure the business sentiment of German companies operating in China.

Between 14 October and 3 November 2021, a total of 596 member companies of the German Chamber of Commerce in China participated in the annual Business Confidence Survey. You can find further information about the latest results as well as previous surveys here: <https://china.ahk.de/market-info/economic-datasurveys/business-confidence-survey>

In cooperation with



# THE GERMAN CHAMBER'S CHARTER FLIGHTS IN 2021

7

Flights

1,310

Passengers

45%

Family Members

38%

Employees/Expats

12%

Specialists

5%

Others



Frankfurt International  
Airport  
Germany



Qingdao Jiaodong  
International Airport  
China

"I would like to thank the AHK very much for the great and patient support before and during the trip and the very pleasant conditions here on site."

Martin Raiser, IBRD – International Bank  
for Reconstruction and Development

"During the pandemic, the AHK charter flight is the best way to enter China."

Stefanie Hummel, BMW

"The AHK charter flights offer a reliable planning basis for our China-business during this difficult time."

Joren Steinheuer, Festo SE & Co. KG



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We are the link  
between the real and  
the digital world*

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As the world leader in automotive semiconductors, Infineon is shaping the future of mobility by enabling clean, safe, and smart cars. Its product and solution offering is powering the transition to hybrid and all-electric vehicles. It is supporting the next stages of automated driving as well as higher levels of connectivity, digitalization and security in today's cars.

### Empower a world of unlimited green energy

Infineon delivers leading semiconductor products, solutions and services for the smart and efficient generation, transmission, storage and use of electrical energy. Infineon is the global number one for IGBT-based power semiconductors.

### Increase energy efficiency

Infineon delivers a wide range of power, connectivity, RF, and sensor technologies designed to reduce the size and weight of chargers, power tools, and lighting systems, while also increasing energy efficiency.

### Secure the connected networked systems

Infineon provides end-to-end systems for a connected, secured world – building on trusted, game-changing microcontrollers as well as wireless and security solutions.

### We care, we create

As a responsible corporate citizen, Infineon combines entrepreneurial success with corporate social responsibilities. Infineon Volunteer Association was founded in 2018 and more than 140 Infineon volunteers have contributed a total of more than 330 hours of volunteer time in various forms.



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and railway (aerodynamic,  
aeroacoustic, climatic)

Battery test benches and  
complete vehicle test  
benches for  
PHEV, BEV and FCEV



EMC and antenna  
laboratories

Advanced Driver Assistance  
System (ADAS) and  
Autonomous Driving (AD)  
test laboratories

Environmental simulations:  
temperature, humidity, rain,  
snow, fog, altitude, sun light,  
road and traffic lights, traffic and  
communication (e.g. GPS, 5G)

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5

# Market Intelligence and Market Expansion

The German Chamber of Commerce conducts surveys and issues reports to help member companies navigate the current political and legal climate.

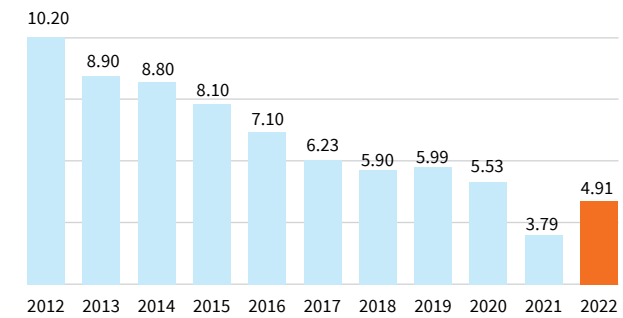


# LABOR MARKET AND SALARY REPORT 2021/2022

Expected Wage Growth of German Companies  
Resumes Long-term Trend

- German companies in China expect 4.91 percent salary growth for 2022, 1.12 percentage points (p.p.) above the 2021 projection, which was highly mediated by the impact of the COVID-19 pandemic on business and operations (Figure 1).

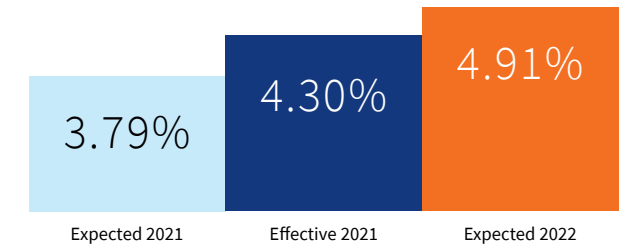
Figure 1: Expected Wage Growth Development at German Companies in China



Note: 2012-2022, Nominal Growth, in %. The expected wage growth is the average of all the individual positions' expected wage growth collected in the survey. In 2021, 7,819 observations were collected across the 45 different roles measured.

- As opposed to the initially projected 3.79 percent wage increase for 2021, the effective wage growth this year averages 4.30 percent. This indicates that, despite the initial conservative approach considered at the beginning of 2020, companies have eventually opted for loosening their salary increase policies (Figure 2).

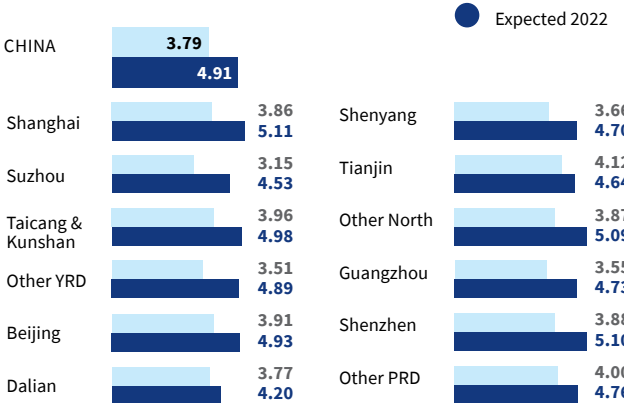
Figure 2: Expected & Effective Wage Increases in China



Note: 2021-2022, in %

- The expected salary growth for 2022 lies above the projections for 2021 in all regions surveyed. This indicates that German companies have a more positive outlook toward 2022 than they had for 2021 (Figure 3).
- The total cost per employee (TCE) among German companies in China has a median value of RMB 16,443 per month.
- The share of labor costs represents on average 29.2 percent of the total costs. Among the different labor cost components, 76.3 percent corresponds to gross base salary. Another 10.7 percent is variable compensation, and 6.7 percent corresponds to guaranteed cash allowances. The rest is split between non-guaranteed cash allowances, employee development, and long-term incentives. Rising labor costs is the top HR challenge, with 84.2 percent of contributors considering it impactful on business operations.

Figure 3: Wage Developments by Region



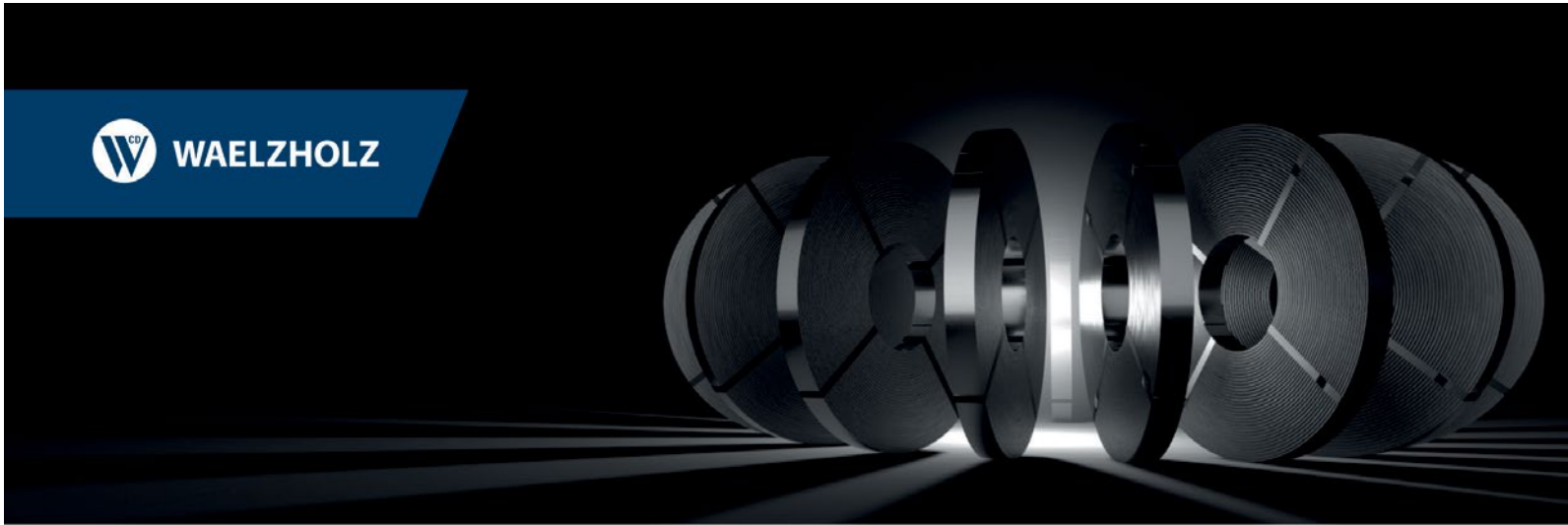
Note: 2021 - 2022, in %. Within each region (East, North, South) locations are displayed in alphabetical order. Other YRD: Other Yangtze River Delta areas; Other PRD: Other Pearl River Delta areas.

- Blue-collar labor shortages, introduced as a new factor in this year's survey, takes the sixth place among the HR challenges, with more than half of the contributors reporting it as impactful on business operations. German companies focusing only on production in China, rank blue-collar labor shortages as the third most impactful HR challenge (72.7 percent as a high or medium impact), preceded only by rising labor costs and recruiting qualified staff.
- Whenever companies face difficulties recruiting blue-collar workers, the main reasons named are the shortage of manpower at the current location and hiring competition from others in the same industry.
- The average percentage of foreign employees has declined over the years. Foreign employees represent about 5.4 percent of the total staff in 2021, compared to 7.1 percent in 2016.

The Labor Market and Salary Report 2021/2022 is published by the German Chamber of Commerce in China in partnership with Direct HR. 481 German companies contributed to the survey, which was conducted between May 6 and June 8, 2021.

The full report is available free of charge to all members of the German Chamber of Commerce in China. A short version of the survey can be downloaded here: <https://china.ahk.de/market-info/economic-data-surveys/labor-market-and-salary-report/>

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In 2021 we published:

# PRACTICAL FACT SHEETS

# 2

## FLASH SURVEYS

# 10

## CALL FOR COMMENTS

## PRACTICAL FACT SHEETS

**February 2021:**

## Individual Income Tax Reform

In 2021, the German Chamber addressed the issue in numerous meetings with government stakeholders and successfully lobbied for extending the non-taxable allowances for foreigners in China until 2023. The planned cancellation of non-taxable allowances for companies that employ foreign personnel will negatively affect the employment of foreign experts and talents and impact China's attractiveness as an international workplace. Together with the authorities,

the Chamber will continue to look for solutions before the end of the timeframe set in the current notice.

**April 2021:**

## Export Control Law (ECL)

Highlighting the government's national security concern, the ECL affects businesses with national security implications in both the conventional sense and increasingly relating to emerging technologies. The Law builds on the existing extensive industry-specific lists and adds uncertainty to exporters in China, overseas importers, and end-users, as well as service providers.



**June 2021:**

## Code of Conduct for Sustainable Supply Chains in China

The aim of the “Code of Conduct for Sustainable Supply Chains in China” is to provide German companies, and in particular small and medium-sized companies that do not yet have a dedicated compliance management system, with a practical tool that serves as a basis for a China-specific Code of Conduct. It also signals that German businesses are proactively addressing the topic of supply chains in China, with the support of their representative body, the German Chamber of Commerce. The German Chamber’s template serves as a basis for a Code of Conduct that can be adapted to particular industries and business fields.



**July 2021:**

### Data Security Law (DSL)

Governing two highly consequential topics of data and security, the DSL will add another layer to the complex legal system. Incompliance with the law will result in administrative penalties for businesses and fines on both companies and representatives. The German Chamber recommends reviewing corporate bylaws and setting up mechanisms for regular risk monitoring.

**October 2021:**

## China's Trade Policy Toolbox – How Can German Companies Comply?

The US-China trade and geopolitical tensions led to a tit-for-tat series of measures and actions between the two countries, such as tariffs, export controls, sanctions, and other restrictions. China released five laws, regulations, and measures, with another

document still in the works. German companies operating in China need to navigate through the various documents and assess risks for their companies.



**November 2021:**

## China's Personal Information Protection Law (PIPL)

PIPL may directly affect consumer-facing (2C) enterprises and digital solution (2B) providers. German companies in China need to be aware of the law and check all personal data processing carefully.



## FLASH SURVEYS

**April 2021:**

Flash Survey on Sino-German Government Consultations

**September 2021:**

Flash Survey on Impact of Sudden Power Restrictions

## CALL FOR COMMENTS

10 calls for comments on topics such as Social Credit System and Cybersecurity



# TICKER BUSINESS JOURNAL



The German Chamber Ticker is the German Chamber of Commerce’s free quarterly business magazine published throughout mainland China. The cover stories, business columns and industry reports provide high-quality editorial coverage of the latest economic and tech trends to the German and international business community. In 2021, we rebranded and relaunched the Ticker, giving it a fresh new look and adding contemporary content formats.

- High-level content
- Readership of over 35,000
- Distributed to representatives over 2,100 member companies of the German Chamber of Commerce in China
- 14,500 printed copies around mainland China
- Online presence on WeChat and our German Chamber website

## READERSHIP

- Distributed to representatives of over 2,100 member companies of the German Chamber of Commerce in China
- Readership over 35,000
- Key players of the international and local business community



## DISTRIBUTION

- Total circulation of around 14,500 printed copies around mainland China
- Direct mailing to senior executives and decision makers across China
- Displayed at over 500 German Chamber events with more than 30,000 participants
- Can be found in key locations throughout Beijing, Tianjin, Northeast China, Shanghai, Hangzhou, Suzhou and South & Southwest China
- The full version of the magazine can be read online and downloaded from the German Chamber website: [www.china.ahk.de](http://www.china.ahk.de)
- Articles can be read via the German Chamber’s official WeChat account



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# XPLORE CHINA

“Xplore China” is a series of delegation trips launched in 2021, bringing German companies to Chinese 2nd, 3rd, or 4th tier cities to discover their economic development potential. These delegations are industry-oriented, and include meetings with high-level government officials, matchmaking sessions, visits to representative companies, projects, and development areas, as well as social networking activities.

The 1st Xplore China ventured to Hainan on March 25-26. Representatives of more than 30 German companies - ranging from small and medium-sized hidden champions to Global Fortune 500 – joined the delegation. Members and the Boards of Directors of the German Chamber of Commerce in China took the opportunity to discuss and learn more about the related policies in a series of meetings with local government figures and local businesses.

The 2nd Xplore China went to the coastal city of Qingdao on June 16-18. 50 companies participated in the delegation headed by Dr. Stephan Wöllenstein and Mr. Clas Neumann, Chairpersons of the German Chamber of Commerce in North China and East China, respectively.

The 3rd Xplore China delegation was held in Wuhan from July 7 to 9. Over 50 companies joined the delegation led by Dr. Frank Rückert, Deputy Head of Mission of the Embassy of the Federal Republic of Germany, and Mr. Maximilian Butek, Executive Director and Board Member of the German Chamber of Commerce in China I Shanghai.

‘Xplore China’ strengthens our ties with local governments and brings more diversified activities to our members.

In 2022, we plan to organize delegations to the following cities: Zhengzhou (Henan Province), Xi’an (Shaanxi Province), Changsha (Hunan Province), Nanning (Guangxi Province), Nanchang (Jiangxi Province), and Hefei (Anhui Province), among others.



# MAXCOMM

September 2, 2021:  
maXcomm Shanghai 2021 “Brand Building and Sales Acceleration – How to Localize for the Chinese Market”

- Speakers:**  
**Marius Berlemann** General Manager at Messe Düsseldorf  
**Dr. Stefan Justl** General Manager of Storymaker  
**Nina Kong** Strategy Director at MediaMonks China  
**Ruohan Liu** Product Operations Manager at Taobao Livestreaming of Alibaba  
**Damian Maib** Founder and CEO of Genuine German  
**Bernd Pichler** Managing Director Chinese Mainland, Hong Kong & Macao at Bentley Motors  
**Elisabeth Türk** Head of Inhouse Sales and Business Development at TRUMPF China

- Crystal Wang** Strategy Marketing Director at Lenze (Shanghai) Drive Systems  
**Sean Yan** Head of Marketing for Konecranes Industrial Crane Division  
**Xiaofei Wen** Livestreamer, Lead of the German Chamber’s “Discover Germany” platform and Regional Director at the German Chamber of Commerce in China | South & South West  
**Zhang Zheng and Raymond Kok** Partners at Luther Law Offices Shanghai



maXcomm - the German Chamber’s International Communication and Marketing Forum, has grown to become one of Shanghai’s biggest marcom events. Launched in 2019 with the support of UNICEPTA and Storymaker, the event has since brought together over 300 marketing experts and C-suite executives looking to hone their skills and brush up on industry trends. Over the years, speakers from Adidas, Alibaba Cloud, Bentley, Intersport, KAWO, Lanxess, Lenze, Lufthansa, Media Monks, Ogilvy, PARKLU, Publicis, Saatchi & Saatchi, TRUMPF, Voith, and many more shared their expertise in jam-packed panels, workshops, and keynotes. In 2021, we invited the audience to learn and discuss the topic of “Brand Building and Sales Acceleration – How to Localize for the Chinese Market,” Where we took a deep dive into the newest marketing trends and topics such as livestreaming, storytelling, and B2B marketing.





# XPLORE THE DIGITAL FUTURE

April 15, 2021  
Startup Factory Kunshan

Opening remarks / Speakers:

**Clas Neumann** Chairperson of the Board of the German Chamber of Commerce in China | Shanghai and Senior Vice President, Head of SAP Global Labs Network SAP China Co., Ltd  
**Ms. Li Hui** Member of the Standing Committee of Kunshan  
**Mr. Wang Xiaofei** Division Chief, Promotion Division of the Integrated Development of Informatization and Industrialization Industry and Technology Information Department of Jiangsu  
**Mr. Alain Crozier** Microsoft Corporate Vice President and Chairman and CEO of Greater China Region  
**Bernd Siegel** CFO at FUCHS Lubricants (China)  
**Qian Jing** Chief Commercial Officer at SF Supply Chain

Due to travel restrictions caused by the COVID-19 outbreak, many everyday operations could no longer be conducted in person, forcing companies to digitize processes overnight. To address these challenges, the German Chamber organized in mid-April a high-profile forum focusing on taking the digitalization of industrial companies to the next level. Taking place at the Startup Factory in Kunshan, over 150 participants joined the German Chamber's "Xplore the Digital Future" to receive practical advice from experts and connect with like-minded professionals, exchanging visions and strategies on digital trends in China. Guests enjoyed insightful keynotes, engaging panels and productive workshops, aimed at supporting German and Chinese SMEs in China looking to find digital solutions to meet their business needs.

Event Partners:



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# HR SUMMIT(S)

**Shenyang**  
September 2, 2021

**Shenzhen**  
September 3, 2021

**Guangzhou**  
September 25, 2021

**Shanghai**  
October 26, 2021



Since its first launch in 2011 in Shanghai, the HR Summit has established itself as the meeting point and platform for HR professionals from various industries. Each year, the forum runs under different topics, gathering high profile speakers and offering in-depth workshops on today's most pressing HR topics and unique networking opportunities. In 2017, the format expanded to North China and South & Southwest China. The presentation of the results of the annual Labor Market and Salary Report is a key element of the HR Summit events.

In 2021, four HR Summits were held in Shanghai, Shenyang, and Shenzhen, and an online format in Guangzhou. The series of events provided a unique platform for HR professionals to connect, share their insights, and network.

In the coming years, the German Chamber will continue to organize the HR Summit to further connect industry professionals and equip our members and their staff with relevant skills.



# DIGITALIZATION

# 60

GERMAN COMPANIES SUPPORTED WITH MARKET ENTRY THROUGH CROSS-BORDER E-COMMERCE

In China, more than 810 million people regularly use e-commerce platforms, and over 80% complete their purchase on the smartphone. It is estimated that in 2021, the users of cross-border e-commerce reached 160 million.

In 2021, we supported German companies in their digital market presence and provided them with our new platforms, granting direct access to the Chinese market and its consumers.



## LAUNCH OF JD WORLDWIDE GERMAN PAVILION ONLINE STORES

In 2021 we launched two German Pavilion online shops on JD.COM. These stores are part of JD's wider cross-border e-commerce initiative that provides overseas consumer goods brands and manufacturers with a simpler and faster way to sell their products to China at often much lower costs. Built upon the respective themes of 'lifestyle' and 'health,' the German Pavilions offer a wide range of product categories, such as food and beverage, health, beauty, fashion, household, pets, and car accessories.

The two German Pavilions made their first offline appearances across the country: at the Tianjin International Consumption Carnival in the North, the China International Import Expo (CIIE) in Shanghai, and the German Winter Market in Chengdu. A third online store, labeled German Family Selection Pavilion, is expected to open in early 2022, with many more to follow.



## DISCOVER GERMANY LIVESTREAMS ENTER THEIR SECOND YEAR

In 2021, Discover Germany carried out a total number of 30 online live streams on the Discover Germany Taobao Livestream Account. With more than 30 participating brands and nearly one million viewers, it plays an important role in expanding the influence of German brands and enhancing their visibility.

Discover Germany Live Stream has entered its second year as the official online promotion platform for German products with diverse live stream themes:

Before Chinese New Year, we conducted a live stream with the Consul General of the German Consulate in Chengdu, Mr. Wolfgang Rudischhauser, under the theme "German Style in the Chinese New Year." There were also live streams for the German football club in May, for camping in August, and for Teachers' Day in December.

We also divided the live streams themes in 2021 according to product categories, such as German snacks, personal care products, house cleaning products, etc. Gathering similar brands attracts consumers effectively.

To close the year, on December 11, Discover Germany Live Stream cooperated with the German Winter Market. It was conducted on the spot and also allowed people in China and Germany to interact remotely by connecting to the Munich live stream room. This new live stream format at the German Winter Market successfully attracted many brands and paved the way for even more innovative formats in 2022.

# 1 MILLION

VIEWERS

# 30

ONLINE LIVE STREAMS

# >30

GERMAN BRANDS



# MINING COMPETENCE CENTRE

On November 2, 2021, AHK Greater China organized an official launch event in Beijing and online for its newly-established “Competence Centre Mining & Resources in China.” Supported by the German Federal Ministry for Economic Affairs and Energy (BMWi), the Centre serves as the first and central point of contact for German companies and institutions looking to get involved in the Chinese mining and resources industry. Its tasks include support for communication and cooperation between Chinese and German companies; provision of market information and services; and support with German solutions and technologies. More than 160 participants from German and Chinese ministries, public institutions, industry associations, enterprises, and other stakeholders attended the event.

During the presentations and panel discussion, high-ranking German and Chinese representatives and decision-makers provided insights into framework conditions and the latest developments in the mining and raw materials sector in China and Germany. They discussed current trends, challenges, and potentials for Sino-German cooperation. Among others, topics included environmentally sustainable and responsible mining, efficiency enhancement and modernization of the

mining sector, current challenges for raw materials supply, and resources for future technologies. The subsequent dinner provided opportunities for networking among participants. The official launch successfully consolidated support and interest from stakeholders and public and private sector decision-makers of the mining and resources sector, and acted as a kick-off to further activities in the coming months and years, comprising a series of delegation trips, business matchmaking, Sino-German conferences, and information events.



# THE AGRICULTURAL COMPETENCE CENTRE

Service Provider for Companies

## German Industry & Commerce Greater China

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Worldwide 5 Agricultural Competence Centres:

- China
- Japan
- Vietnam
- U.A.E. (Dubai)
- South Africa

Strengthen & Develop Business between China & Germany

Support Export Opportunities for German SME's to China

Diversify the Range of German Products in the Chinese market

Germany



The Agricultural Competence Centre (AKS) aims to strengthen the export of German food and agricultural products to China. The project was set up and is operated by the AHK Greater China, in close cooperation with the German Ministry of Food and Agriculture (BMEL), starting from September 2021. The BMEL supports the AHK by building core competencies to support the German export business and strengthen the economy.

Through this program, German companies will be better informed on the Chinese market and supported through subsidies on selected services of AHK China, as well as receive support in the sustainable development of business relationships with Chinese companies.

The AKS is in its development phase. It will include a quarterly newsletter informing subscribers on relevant innovations, as well as a website. In addition, AKS is establishing a strong network at all levels in China and Germany, and plans to offer online events to facilitate the export process to China for companies. In close consultation with the Federal Ministry of Food and Agriculture in Germany and the Federal Office for Agriculture and Food in Germany (BLE), two kick-off talks have already taken place: the first with all AKS worldwide (Japan, Vietnam, South Africa, Dubai, and China), and the second bilateral discussion with Dr. Jürgen Ritter, managing director of the Sino-German Agricultural Centre (DCZ) Beijing, and Mr. Wildner and Mr. Witzel, Counsellors Food and Agriculture, Economic Department | Embassy of the Federal Republic of Germany Beijing.



# CHINA INTERNATIONAL IMPORT EXPO (CIIE)

November 5 - 10, 2021

The China International Import Expo (CIIE) is the country's biggest trade fair project, and has become an important business platform for companies around the world in showcasing their expertise to the Chinese market. The last four editions have proven that the CIIE is an excellent platform for German companies to introduce their products and services to the Chinese audience, strengthen their network and establish media contacts. As in the previous years, in 2021 we organized a German Joint Pavilion with 29 German enterprises on 1,145 sqm. Several local government groups, including delegations from Anhui province, Shaanxi province, and Guangdong provincial government visited the pavilion. We were honored to host Vice Deputy Director Zhou Lan of the Shanghai Commerce Commission, and representatives from the German diplomatic missions.

Alongside the exhibition, we also organized several added-value services for our exhibitors and significantly increased their exposure and branding under the theme of "Made in Germany." In 2022, we are planning to organize the German Pavilion at the 5th CIIE, and further enhance our exhibitors' exposure in the Chinese Market.



## 广州·增城 Guangzhou · Zengcheng

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### Zengcheng Overview

Zengcheng is located in eastern Guangzhou, had become one of the districts of Guangzhou since March, 2014. Located in southern Zengcheng, Zengcheng Development Zone was established in 1988 and promoted to national development zone in 2010, as an important part of Guangzhou-Shenzhen-Hong Kong-Macau Science and Technology Innovation Corridor inside the core area of Guangdong-Hong Kong-Macao Greater Bay Area.



### Explosive Growth

Zengcheng has successfully attracted more than 100 foreign companies and other famous corporations to make investment, such as SDP, Visionox, Ping An, Denso, Aeon, Hitachi, Meiji etc. Moreover, Zengcheng district had reached 126 billion of GDP and 106 billion of fixed assets investment in 2021.



### Main Industries

- Automobile and new energy automobile
- Integrated circuit and chip
- Big health (bio-medicine, medical equipment, etc.)
- Financial technology
- Intelligent manufacturing
- Food and beverage
- Clothing production and design
- Daily use chemical and light industry
- Cold chain logistics
- Inspection and testing
- New energy
- New material

### Livable Environment

Wanda Plaza, AEON Mall, Southern Hospital of Southern Medical University, Municipal Women's and Children's Medical Center, Country Garden Phoenix City, Poly Group, New World China Land and Foreign language school etc.



## Welcome to Zengcheng

<http://www.zengcheng.gov.cn/>

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Experience the elation of driving a Porsche through a magnifying glass:  
more intense, more pure.




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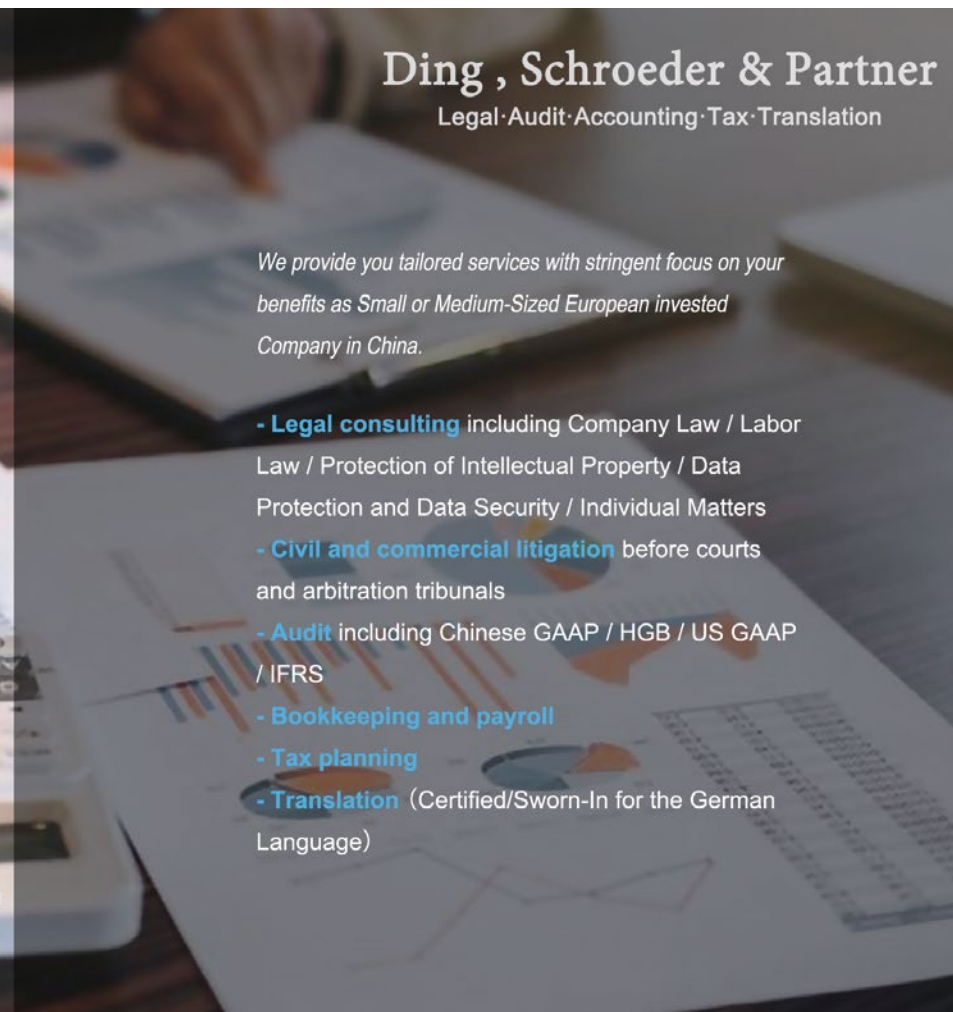
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## Magnetec (GuangZhou) Magnetic Device Co., Ltd.



**tel:** +86 20 8520 4326 / 3866 2129  
**e-mail:** Info-mc@magnetec.de  
**web:** www.magnetec.de/cn  
 www.magnetec.de  
**add:** 6/F, Building 2, Huangzhou  
 Industrial Zone  
 Chebei Road, Tianhe District  
 Guangzhou, 510660, China

### Company at a glance

We are ONE MAGNETEC Group with more than 35 years of experience in developing and producing and more than 25 years experience in nanocrystalline cores and components.

We are producing products (cores and assemblies) based on a variety of different nanocrystalline materials, processed to different NANOPERM® specifications.

Group head is in Germany, and four production sites, respectively located in Hungary in Gyöngyös; Moldova; Guangzhou China; Zhaoqing China. Sales offices are in Germany and China, as well some Sales partners in several countries.

NANOPERM® is an advanced/high end soft magnetic material which is in use where alternatives are at the limit – thanks to the nanocrystalline structure utmost soft magnetic properties can be adjusted based on customer's needs – benefits are smaller design, higher efficiency.

### Industry

At Magnetec we bring together many years of experience in the field of EMC for various applications such as frequency converters, switching power supply units, air conditioning of buildings and industrial production installations of all kinds.

### Automotive

With the growth of E-Mobility, our Nanoperm material is becoming increasingly important. The focus here is on the entire EMC of the vehicle's electrical system, specially designed RCDs for personal safety in mobile charging devices (ICCPD) and stationary wall boxes and charging posts.

### Safety

Electromechanical residual current devices (RCDs) for personal safety are required by law in most European households. Our highly permeable nanocrystalline cores with corresponding wire windings are the key element of these devices.

### Energy

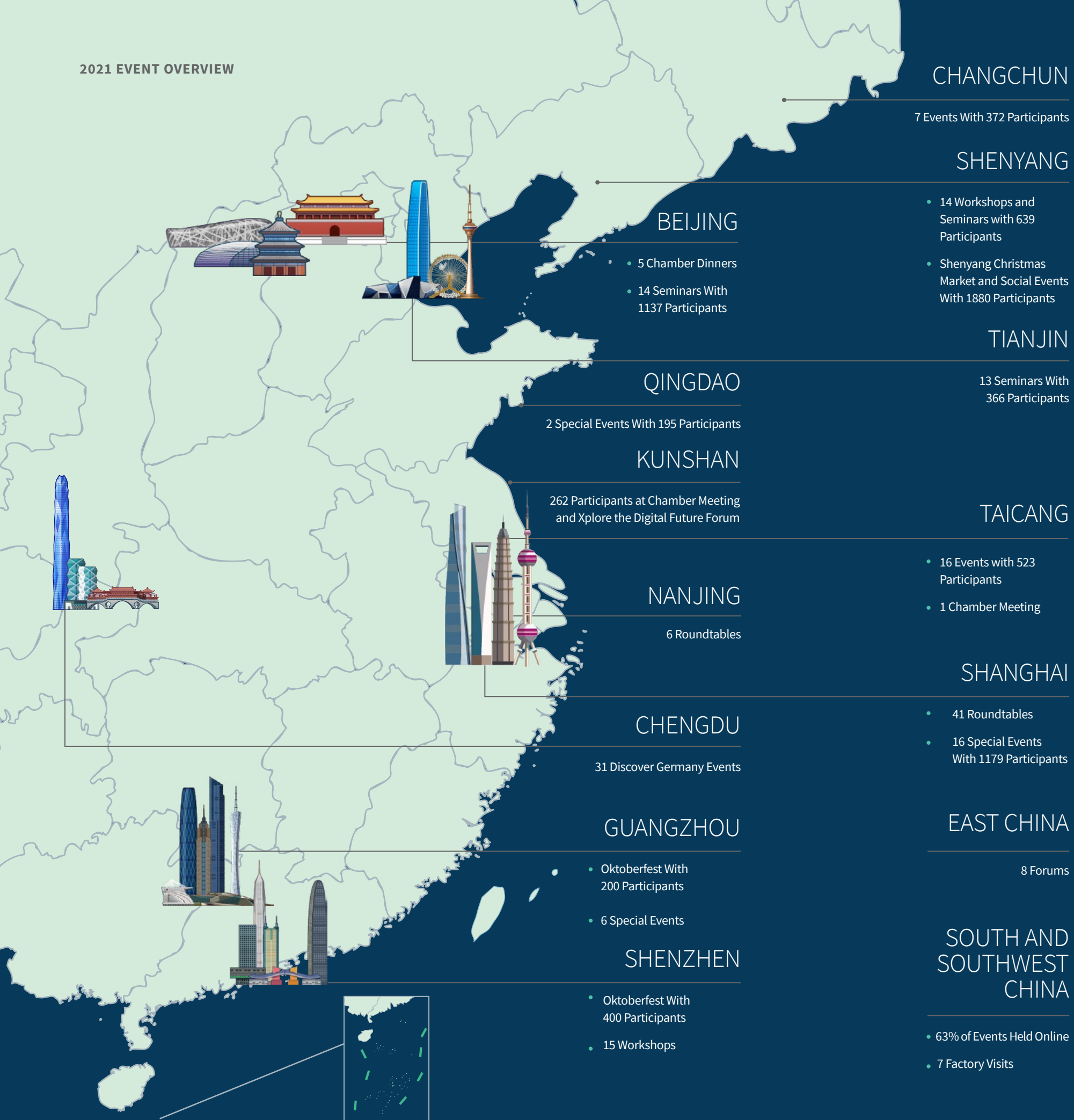
Our products are being used in the development of the global smart grid, particularly in wind turbines, solar inverters and all kinds of electronic energy meters.



# Regional Highlights

The German Chamber's three China entities, North, Shanghai, and South & Southwest, work together as one unit while supporting their respective region. Each location supports its community through numerous events and activities year-round.





407  
Events in Mainland China

18,126  
Total Participants

1,261,000  
Participants in 30 Livestreams

167  
Online Events

13  
Forums & Summits

1,331  
Forum Participants

3  
Xplore China Delegation Visits



# EVENTS OVERVIEW CHINA



## EAST CHINA

	offline events	offline participants	online events	online participants
<b>Shanghai</b>				
Chamber Meetings	5	650	2	511
Workshops	29	1239	26	2453
Roundtables	41	559	1	35
Special Events	8	400	8	779
Forums	2	286	2	174
Social Events (incl. Stammtische and Social Mixers)	14	535	-	-
<b>Shanghai Total</b>	<b>99</b>	<b>3669</b>	<b>39</b>	<b>3952</b>
<b>Jiangsu</b>				
Roundtables	-	-	4	49
<b>Zhejiang</b>				
Roundtables	-	-	2	15
<b>Taicang</b>				
Chamber Meeting	1	250	-	-
Workshops	1	16	1	23
Roundtables	1	12	1	7
Social Events (incl. Stammtisch)	10	200	-	-
Special Event	1	15	-	-
<b>Suzhou</b>				
Forum	1	50	-	-
Roundtables	-	-	1	4
Workshops	-	-	1	24
<b>Hangzhou</b>				
Roundtables	-	-	1	6
Social Events (incl. Stammtisch)	10	300	-	-
<b>Kunshan</b>				
Chamber Meeting	1	107	-	-
Forum	1	155	-	-
Roundtables	-	-	1	8
<b>Nanjing</b>				
Roundtables	-	-	6	42
Social Events (incl. Stammtisch)	3	20	-	-
<b>Qingdao</b>				
Roundtables	2	21	-	-
Special Events	2	195	-	-
<b>Jinan</b>				
Forum	1	61	-	-
<b>Wuxi</b>				
Roundtables	1	5	1	7
Forum	1	104	-	-
<b>Hefei</b>				
Roundtables	1	13	-	-
<b>Yangzhou</b>				
Roundtables	1	3	-	-
<b>Ningbo</b>				
Roundtables	1	13	1	8
<b>Wuhan</b>				
Roundtables	-	-	1	6
Special Event	1	49	-	-
<b>Changzhou</b>				
Roundtables	-	-	1	4
<b>China East</b>				
Webinar	-	-	5	345
<b>Neighboring/Regions Provinces Total</b>	<b>41</b>	<b>1589</b>	<b>27</b>	<b>548</b>

**Number of Events 206** **Number of Participants 9,758**

## NORTH CHINA

	offline events	offline participants	online events	online participants
<b>Beijing</b>				
Chamber Dinners	5	243	-	-
Seminars	3	68	11	1069
Roundtables	3	31	2	14
Special Events	-	-	8	355
Forums	-	-	2	200
Social Events (incl. Stammtische and Social Mixers)	7	394	1	6
<b>Beijing Total</b>	<b>18</b>	<b>736</b>	<b>24</b>	<b>1644</b>
<b>Tianjin</b>				
Roundtables	2	29	1	5
Seminars	5	64	8	302
Training	1	9	-	-
Stammtische and Social Events	4	128	-	-
<b>Shenyang</b>				
Seminars	4	110	4	362
Workshops	6	167	-	-
Roundtables	4	79	-	-
Forum	1	180	-	-
Special Event	1	46	1	35
Stammtische and Social Events	3	1880	-	-
<b>Dalian</b>				
Stammtische and Social Events	2	40	-	-
Roundtables	2	35	-	-
Seminars	1	15	-	-
Workshops	2	71	-	-
<b>Changchun</b>				
Roundtables	1	14	-	-
Workshops	4	137	-	-
Seminars	1	21	-	-
Stammtische and Social Events	1	200	-	-
<b>Neighboring Regions Provinces Total</b>	<b>45</b>	<b>3225</b>	<b>14</b>	<b>704</b>

**Number of Events 101** **Number of Participants 6,309**

## SOUTH AND SOUTHWEST CHINA

	offline events	offline participants	online events	online participants
<b>Guangzhou</b>				
Workshops	-	-	4	111
Roundtables	-	-	3	71
Summit	-	-	1	60
Special Events	3	128	3	337
Forum	1	70	-	-
Social Events	10	451	-	-
<b>Shenzhen</b>				
Workshops	-	-	15	111
Roundtables	1	30	-	-
Summit	1	51	-	-
Social Events	8	849	-	-
Special Events	1	12	4	436
<b>Foshan</b>				
Roundtables	2	75	-	-
Special Events	1	25	-	-
Discover Germany	1	1000	-	-
<b>Chengdu</b>				
Roundtables	5	75	2	27
Social event (Stammtisch, interchamber, etc)	2	80	-	-
Special Events	2	61	-	-
Discover Germany	-	-	31	1,260,000

**Number of Events 100** **Number of Participants 1,263,060\***

\*Without Discover Germany: 2,060





REGIONAL HIGHLIGHTS

**SHENYANG**  
Automotive  
Roundtable -  
Optimizing Energy  
Efficiency &  
Emission Control for  
Production Sites

The Automotive Roundtable took place at the OTTO FUCHS Technology (OFTS) plant in Shenyang. OFTS's General Manager, Mr. Matthias Scheurich, and General Manager at Changchun ElringKlinger, Dr. Peter Lindner, presented the energy efficiency projects their companies have implemented recently. In addition, external expert Mr. Harald Kumpfert, General Manager at NECreat Shenyang New Energy Technology, provided an overview of the available energy-saving methods, sharing case studies on implementing relevant technologies in production sites. The roundtable included a guided tour on-site and an introduction to OFTS's new energy-saving project.

MARCH  
31

**SHANGHAI**  
GCC Roundtable  
Series: Collaborating  
With Startups

The GCC Roundtable Series in East China is a members-only event launched in 2021, allowing participants to exchange with a small group of experts and peers on specific policy, business or operation-related topics. In 2021, we organized 41 roundtables in Shanghai and 26 in Anhui, Hubei, Jiangsu, Shandong and Zhejiang, for executives and SMEs in topics ranging from HR, innovation, marketing, and supply chain, to intellectual property, compliance, and government affairs.

At the innovation roundtable held in April in Shanghai, SAP gave the kick-off presentation, after which SMEs and multinationals discussed the innovation ecosystem, collaboration with start-ups, and other approaches to innovation.

APRIL  
19

**JIAXING**  
GCC Excursion  
– Visit to Jiaxing  
Development Zone  
and Factory Tours:  
Centrotec,  
ZF, KraussMaffei

On Thursday, April 22, 2021, the German Chamber of Commerce in China | Shanghai invited its members to a full-day excursion to the Jiaxing Economic & Technological Development Zone (Jiaxing EDZ), including a meeting with the Jiaxing EDZ's leadership, visits to the Jiaxing plants of Centrotec Building Technology, ZF Foton Automated Transmission, and KraussMaffei Machinery, as well as a networking dinner.

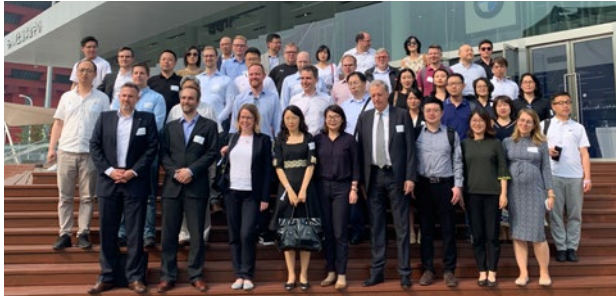
APRIL  
22

**SHANGHAI**  
GCC Insight Tour:  
BMW Experience  
Center | BMW  
上海体验中心

The GCC Insight Tour is a series of excursions to German Chamber member companies, where participants can learn from industry leaders. On May 25, roughly 40 members visited the BMW Experience Shanghai to learn about innovation in automotive. The tour included a sharing session with BMW experts and an introduction of the BMW Start-Up Garage program and open innovation project.

After the session, participants got the chance to experience the BMW iX - the latest BMW electrical vehicle artistically decorated by Jeff Koons. The BMW team explained the technology and innovation behind the iX design and gave participants the chance to test ride the new model in the Expo Area.

MAY  
25





SHANGHAI

Policy Hub - Are You Ready for China's New Export Control Law?

The GCC Policy Hub is a seminar series discussing recent policies, laws, and regulations relevant to companies operating in the Chinese market.

At the end of 2020, China's highest legislative body passed the Export Control Law, which, for the first time, specifically and systematically legislates China's export control system. To ensure sustainable legal operations, enterprises must have an adequate understanding of the various export control laws and regulations in China and the world's major economies, carefully establish internal export compliance systems, and keep up with new legislative and policy trends.

MAY  
26



The workshop provided answers to various questions on Chinese export control, such as export control items, license requests, obligations of exporters, legal consequences of violating the regulation, etc. It also aimed to provide companies with guidance on how to implement an efficient internal compliance system.

SHANGHAI

Chamber Meeting – Farewell to Ambassador von Goetze

The Chamber Meeting is the flagship event of the German Chamber of Commerce in China | Shanghai and one of the most important events of the German business community. On these evenings, members of the Sino-German business community come together to listen to high-level speakers and discussions around the most pressing topics in business and economics.

In the May Chamber Meeting, we bid farewell to Dr. Clemens von Goetze, Ambassador of the Federal Republic of Germany to China. Around 200 members of the Sino-German business community gathered at the Grand Hyatt Shanghai for a night of engaging discussions, networking, and food.

MAY  
27



In his opening speech, Clas Neumann, Chairperson of the Board of Directors of the German Chamber of Commerce in China | Shanghai, introduced Dr. von Goetze's many accomplishments. Dr. von Goetze then took the stage and gave a farewell speech, reviewing his time in China and the development of Sino-German relations, as well as China's changing positioning in global politics. After dinner, a panel discussion on "New Mobility - Revolution in the Automotive Industry: What's in it for Suppliers?" took place with Panelists Mr. David Powels, First Vice President at SAIC Volkswagen Automotive Company Ltd.; Mr. HAO Fei, Co-CEO of Banma Network Technology Co., Ltd.; and Dr. SHEN Feng, Executive Vice President and Chairman of Quality Committee at NIO. Mr. ZHAO Jiawei, Managing Director and CEO of Porsche Consulting Ltd., moderated the panel. The speakers discussed the revolution in the automotive industry concerning a switch of focus from hardware to software, and how traditional suppliers can prepare for this disruptive development.



BEIJING

German Soccer Championship

The Sino-German business community came together to cheer for the eight tournament teams that competed with great commitment and passion for the title of the 9th German Soccer Champion in Beijing, Wangjing Culture Square.

After a full day of exciting soccer matches, Daimler was in the finals again after winning the cup in 2017 and 2015, competing against Ameco for the trophy. After being defeated in the finals three times in a row, Ameco won the tournament for the first time, scoring 1:0 versus Daimler. This year's bronze medal went to BMW.

A warm thank you goes out to all teams, event partners, sponsors, soccer clubs and volunteers, as well as the soccer committee, who made this tournament a memorable and enjoyable day. After the restrictions due to COVID-19 last year, the German Chamber was pleased to spend the day together with our members and friends.

Teams:



MAY  
29



Sponsors:



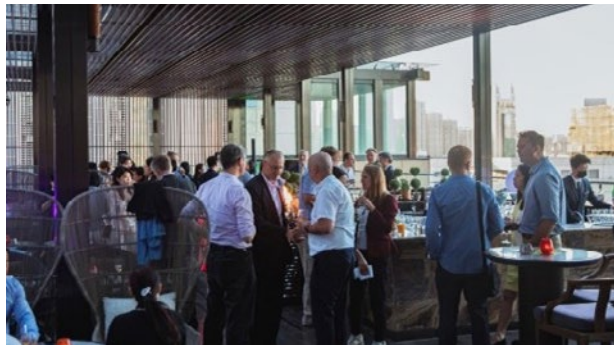


**TIANJIN**  
Interchamber  
Summer Mixer

The German Chamber of Commerce in China | North China, in cooperation with the American Chamber of Commerce in China (AmCham China), Tianjin, and the European Union Chamber of Commerce in China, invited members and friends to join the Interchamber Summer Mixer Tianjin.

Guests spent a lovely evening on the terrace of the Four Seasons Hotels and Resorts Tianjin and enjoyed delicacies and drinks. Ms. Johanna Belen Heinzmann, Regional Manager Tianjin of the German Chamber of Commerce in China | North China, Dr. Christoph Schrempp, Chair of Tianjin Board, European Union Chamber of Commerce in China, and Mr. Michael Hart, Chairman of AmCham China, Tianjin, welcomed the guests. Participants enjoyed Tianjin's night scene and had a relaxing evening after a long week of work.

JUNE  
4



**SHANGHAI**  
Virtual Conference and  
Delegation Visit on Energy  
Efficiency in Industry with  
Focus on Industry Parks  
in China

In June and July 2021, the German Chamber of Commerce in China | Shanghai conducted a virtual business trip on energy efficiency in industry in East China. The event was part of the Energy Export Initiative of the Federal Ministry for Economic Affairs and Energy. The six participating German companies received a detailed target market analysis on the topic and were informed about the current developments in China in an online information event.

The trip's highlight was a three-hour virtual conference on June 22, 2021. In addition to technical presentations by Chinese and German experts, participating companies

JUNE  
22  
JULY  
24  
28



had the opportunity to present their technological solutions to a broad audience in China. After the conference, various individual contacts to Chinese companies and organizations were arranged for the participants. As part of this virtual delegation trip, participants virtually visited two industrial parks in the Shanghai area in July.

**SHENZHEN**  
AHK Soapbox 2021

The AHK Soapbox is a series of events bringing our members and friends together to give speeches and share experiences.

In our August Soapbox, we held a special event focusing on female leadership, in cooperation with That's Magazine. The evening was a great success, with more than 45 members and friends of the Sino-German business community attending.

The objective of this event was to promote female leadership and provide a platform for women to share their experiences. #AHKsoapbox provides a great opportunity for networking and knowledge sharing between friends and peers.

In the future, we hope to hold more events under the Soapbox brand to keep the channel of communication open. Furthermore, more events on female leadership are planned to raise awareness for women's advantages and challenges in the workplace.

AUGUST  
12



**BEIJING**  
Cybersecurity  
Law Series

2021 was full of data-related topics, such as the draft Data Security Law, General Data Protection Regulation (GDPR) enforcement, and Personal Information Protection Law (PIPL). Be it "Industrie 4.0" or the day-to-day use of IT systems in the corporate environment, management and corporations will need a clear picture of the implications of the latest developments in data and cyber security.

Throughout the year, the German Chamber of Commerce in China | North China invited experts from Taylor Wessing and Rödl & Partner to share their insights on related topics in various events, both online and offline.

AUGUST  
27





TAICANG

September Chamber Meeting: “Made in Germany” – Commitment to Quality or Lifestyle Brand? A Panel Discussion on Shifting Chinese Perceptions

On September 24, the German Chamber of Commerce in China | Shanghai held its traditional flagship event - the Chamber Meeting - in Taicang for the second time. The event included welcome speeches by high-ranking German and Chinese political and business representatives, signing ceremonies of cooperation

and investment projects, and a panel discussion on shifting Chinese perception toward products ‘Made in Germany.’ Over 250 guests attended and enjoyed an afternoon with a diverse and rich program. The evening concluded with a visit to the ‘AHK Night’ at the Taicang Oktoberfest.



SHENZHEN

Innovation Night Pre-Selection 2021

On October 21, the 5th regional AHK Innovation Night Pre-Selection took place in Shenzhen, with roughly 50 participants. Other locations for this format include Shanghai, Beijing and Hong Kong.

First launched in 2016, Innovation Night is a business networking event promoting business exchange between startups and SMEs. It provides a platform for tech startups to compete against each other in a pitching event, showcasing their innovative technologies and solutions in front of potential cooperation partners and investors. Innovation Night is also the lead-up event to the Greater China Xceleration Days, with over 150 participants from all around China.

OCTOBER

21



SHENYANG

German Christmas Market Shenyang 2021

The German Christmas Market took place at CONRAD Shenyang. This traditional Christmas charity event is organized each year by volunteers from local member companies and the German Chamber in Shenyang to celebrate the start of the Christmas season with family, friends, and colleagues. The outside terrace of CONRAD Shenyang was chosen again for this traditional Christmas activity, arranged with many festively decorated wooden houses to create an authentic Christmas market atmosphere. The indoor and outdoor event once again enjoyed great popularity among the local community and attracted many guests from the German community in Shenyang. German delicacies such as traditional homemade hot mulled wine, German sausages, Christmas cookies, and other seasonal offerings were available, thus following the authentic German Christmas market concept. Like every year, Santa Claus came by in the evening to sing Christmas songs and hand over presents to the children.

DECEMBER

4









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着眼长远

# VEGA

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### HIGHLAND FOR SINO-GERMAN COOPERATION

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### MEGA-MARKET FOR INDUSTRIAL TRANSFORMATION

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### EXCELLENT COST CONTROL

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*"Foshan Sino-German Industrial Services Zone has a beautiful environment and convenient transportation. The local government provides thoughtful and professional services for foreign enterprises, so we decided to establish the company here without hesitation."*

Jochen Zhu-Schleiss, **Stieglmeyer China**

*"Foshan has a favourable business environment, cultural environment, infrastructure and educational resources, so choosing Foshan is of great significance for the project company."*

Ludger Tillmann, **LUQOM Asia**

*"Our new project in Foshan is the only ongoing investment project in the world that the group is still promoting. On the one hand, this reflects the effective control of the epidemic in China, on the other hand, it is also an affirmation of Foshan's efforts to support the development of enterprises.."*

Xiaoxing Han, **Andritz China**

*"Siemens is very 'interested' in Guangfo Metro, and more importantly, believes that Foshan, as a rapidly developing industrial production base, can meet its product requirements through urban infrastructure construction and modern industrial production."*

Armin Mayer, **Siemens China**

### Your Contact for Foshan Sino-German Industrial Services Zone

Bureau for International Cooperation and Investment Promotion

Mr. Shukai CHEN (Chinese, English, German)

☎ (0757)-28784627 ✉ [shukai.chen@qq.com](mailto:shukai.chen@qq.com)



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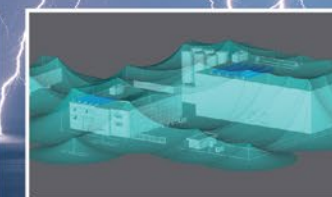
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