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Business or Leisure

China's Domestic
travel industry
defies the downturn



Second Growth – China's Wine Industry
China Still Shy of Plastic Power
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proactive factory owners riding out the crisis with new business models. Harney, an expert on the factories of Guangdong province and other manufacturing hubs, highlighted a successful business practice which provides upgraded housing to workers, in a bid to improve productivity and management capability. "Last month, at a factory in the south of China, I was surprised to see six-person dormitories and private chefs on each housing floor," said Harney. "This kind of action will ensure the safety of efficient factories and weed out ones who disregard their employees and adopt illegal practices."

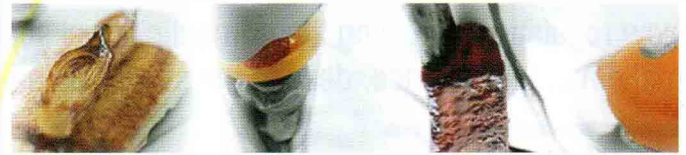
■ The **American Chamber of Commerce** in Shanghai and the **Shanghai Soong Ching Ling Foundation** announced the recipients of its medical scholarships for 2009 on 29 March. The **Medical Scholarship Program**, funded by AmCham Shanghai and corporate donations from companies such as **Best Buy**, provides support to students from rural China attending local medical schools in Shanghai. This year, a total of Rmb600,000 was raised and the medical scholarships were awarded to 60 students from Fudan, Jiaotong and Tongji Medical Schools.

■ The Shanghai World Financial Centre played host to **Spark09** on 29 March. This weekend event saw an impressive line-up of speakers discuss a range of ideas and trends that could ignite new action to meet the challenges of our times. The presentations, by some of the best small and large NGOs and businesses working in China, were divided broadly into four streams of humanity, environment, business and science. Among the NGO representatives were Daniel Foa, founder of **51Give**, an online loan platform for rural sustainable development businesses; Tom Stader, of **The Library Project**, who takes the joy of reading to children without access to books and Linnet Kwok of **WWF** whose work on Sichuan's pepper production has eased local environment pressures. From the corporate world, James Yuann of **Boyden International**, Dr Daniel Auriel of **Bayer** and Jan Van den Bergh of **i-merge** presented their views.

■ Xin Tian Di now houses another stylish residence with the unveiling of **Silver Court** at 99 Shao Ning Lu on 31 March. The new **Fraser Residence Shanghai** is on prime location, minutes away from Shanghai Times Square, with stylish interiors and modern technology. A whole range of services are available here, ranging from **Element Fresh** to the new Laris hotspot – **The Fat Olive**. With a terrace overlooking the Bund, this residence will prove a popular choice for the summer.

■ **How to market in a downturn** - Surely the one million dollar question on every brand development or marketing manager's mind? **Professor John A. Quelch**, professor of business administration at Harvard Business School and visiting professor of international management at CEIBS, tried to provide some solutions to guests attending **an event hosted by AmCham** on April 8 at the Portman Ritz-Carlton. He suggested that companies should drive out unproductive costs, but warned companies to "use a scapel, not a hatchet" when looking to improve their balance sheet. "Companies who dilute too many

costs run the risk of not having the capacity to reboot when the crisis settles." Communication methods will also prove pivotal in the downturn, with Quelch adding that companies should avoid fear, experimentation and zany, extreme humour in their campaigns.



▲ **Paul Pairet's** new creation – **Mr & Mrs Bund** – held its opening party on 8 April at the restaurant's heritage Bund 18 building. Describing itself as "a modern French eatery in cosmopolitan Shanghai," the eagerly-anticipated venue serves up French cuisine with a slight twist. With more than 700 classic dishes to choose from, guests can dine in an almost Chinese-dish-sharing experience. Whilst the décor is less extravagant than Pairet's previous gem **Jade on 36**, the chef suggested his food would speak for itself.

▼ A welcome new addition to the Shanghai art scene was the opening of **Contrasts** gallery and its inaugural exhibition **New Traces of the Brush** of selected calligraphy and painting by **André Kneib** on 12 April. Currently a resident of France, Kneib's work takes modern Chinese calligraphy and places it within a global artistic heritage. He brings new life and scope to the characters by taking them out of their traditional monochromatic format and using colour to infuse them with a new dimensional attribute. The exhibition runs until 14 May and the gallery is located at 181 Jiangxi Zhong Lu. **Contrasts** was founded in Hong Kong in 1992 and encourages multi-disciplined artists and designers. It also runs an artists-in-residence programme that invites international talent to come to China to produce new bodies of work.



■ "China's focus in industrial market development will be the movement of labour intensive industries into central and western areas," said Stuart Ross, head of industrial China at Jones Lang LaSalle (JLL). "This is already being realised with a 37.9 per cent annual growth rate of business park space in Tier II and Tier III cities from 2008 to 2010." Ross was speaking at the **3rd Annual Industrial Real Estate Summit 2009** on 9 April at the Crowne Plaza Century Park hotel. Experts suggested that "a confidence in financing" would be needed if China wants to realise its potential and ultimately balance supply and demand in the industrial property sector. **SBR**