



2020 ANNUAL REPORT

German Chamber of Commerce in China

South & Southwest North China Shanghai



意拉德，一站式电子制造综合服务商

About ELRAD 关于意拉德

Founded in 1997, ELRAD Group, a well-established manufacturer in electronic assembly, now consists of 1500 employees in the production centers located in Slovenia, Serbia, Mexico and China. Elrad specializes in the designing and manufacturing of the electronic modules(PCBAs), including the controller boards, Battery Management System Board, the tooling, plastic injection etc.

Its customers are provided with an extensive array of services, ranging from product design and manufacturing to material procurement and logistics solutions. The company's vertically integrated production and a speedy supply chain are the foundation of its competitive advantages: globalization, flexibility and reliability.

意拉德国际集团成立于1997年，是欧洲知名电子制造综合服务商。集团总部位于斯洛文尼亚，在中国东莞，塞尔维亚，墨西哥等地设有制造运营中心。

意拉德电子（东莞）有限公司成立于2007年，是意拉德国际集团在中国的全资子公司，公司位于东莞市横沥镇，现有员工600余人。公司采用集团全球一体化的PCBA生产设备及工艺流程，拥有行业领先的SMD贴片，组装，注塑，工模等车间及专业的电子与机械研发团队，可为客户提供完善的一站式解决方案。

自成立之初起，公司一直秉承“德国品质，中国制造”原则，在提供行业内具有竞争力价格同时，确保产品质量及服务。公司先后多次荣获“博世最佳供应商”“松下优秀供应商”等殊荣。公司是“国家高新技术企业”及“东莞市倍增计划试点企业”。

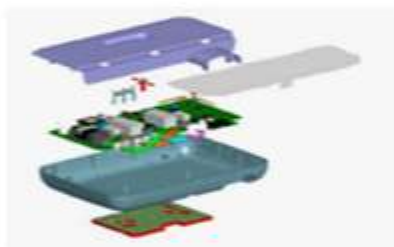

4
GLOBAL LOCATIONS
生产基地


1545
EMPLOYEES
全球雇员


47 min
UNIT PRODUCED
年产能


€148.3 min
YEARLY REVENUE
年销售额

ELRAD Services 业务范畴



New Product Introduction
新产品开发导入



Printed Circuit Board Assembly
PCBA 组装



Plastic Injection
注塑成型



Mold, Tooling, Fixture
Designing and Manufacturing
工模夹治具开发与制造



Battery Management System
Designing and Manufacturing
电池管理系统设计与制造



Box-build and Testing
System Development
成品组装与测试系统开发

Global Partners 全球合作伙伴



Contact US 联系我们

ELRAD Electronics(Dongguan) Co., Ltd.
意拉德电子（东莞）有限公司

Address: 3rd Industrial Zone, Tiantou Village, Hengli Town, Dongguan City, Guangdong Province, China

地址: 东莞市横沥镇田头村第三工业区

Website: www.elrad-group.com

Contact: Michelle Zhang

Tel. +86 769 8220 8906 Mail box: michelle@elrad-int.cn

CONTENT

| | | | |
|----|---------------------------------------------------------------|----|--------------------------------------|
| 4 | Foreword | | |
| | German Chamber of Commerce in China | | |
| 6 | About us | 22 | GCC Surveys |
| 7 | Chamber Boards and Chamber Teams | 23 | Business Confidence Survey 2020/21 |
| | Membership | 24 | Labor Market & Salary Report 2020/21 |
| 12 | Membership Statistics | | Advocacy Paper & Flash Surveys |
| 14 | Membership Benefits and Services | | |
| 15 | Financials | | Chamber Activities |
| 16 | The German Chamber of Commerce's COVID-19 Business Support | 26 | 2020 At a Glance |
| 18 | Advocacy Engagement | 27 | 2020 Business Event Highlights |
| 19 | German Chamber in the News | 29 | Special Events |
| 20 | Publications | 31 | Social Events |
| | | 32 | Imprint |

FOREWORD

Dear Members and Friends,

2020 marked an eventful year with unprecedented challenges, affecting national and global systems and putting communities and companies under enormous strain. The German Chamber's goal is to offer a platform for the Sino-German business community to connect, learn and grow in China and to keep membership meaningful and valuable. Especially during challenging times, the Chamber strives to support its members in doing the very best to cope with crises.

In 2020 we took our mandate to heart and stepped up our efforts by organizing, together with the German diplomatic missions in China and Lufthansa, over the span of 5 months 14 charter flights to China, bringing back more than 2,800 urgently needed employees and managers of German companies and their families. We also kept our community informed and connected by sending out regular member information mailings, travel updates and developments in regulations. With various webinars, offline events, and social media posts, we have continuously provided up to date information and support to our members throughout the crisis and will continue to do so.

We have also heard our members' needs and enhanced our advocacy work, by attending closed door meetings, conferences and taking our members' concerns to the central, provincial, and local government levels. With our efforts, we managed to improve travel conditions (better quarantine hotels), raised awareness with authorities on the importance of easing travel restrictions and took our stance in calls for comments on some of the many new laws released in 2020 (e.g. export control law). We have also published our first Advocacy Paper and Practical Guide featuring action points for German business and the Chinese government and released four flash surveys on the COVID-19 pandemic's future impact on German business operation in China. With our Business Confidence Survey we published our annual guiding compass representing the interests of the German Business community in China, reflecting this year, the high expectations for the CAI.

As a firm answer to a changing environment and with the aim to become an even stronger partner to its members, clients, and stakeholders, the offices of the German Chamber of Commerce in China (AHK) started a realignment process in the second half of the year. The goal is to gradually bundle our resources

throughout our three main locations and align our advocacy and innovation activities, as well as our services for mainland China. We aim to even better serve, support and safeguard our member's business environment and interests in China, and to help them achieve economic success.

While focusing on the implications of the pandemic and the role we can play in building a better future for Sino-German business cooperation, we have continued to work on major projects this year. We adapted our formats and themes to recent developments and conducted a large number of German Chamber Webinar series on the topic of coronavirus outbreak management, insights and experience sharing, impact on German business and so on. We have provided over 300 events, meetings, and roundtables – online and offline – serving participants continuously with fresh content and forward-looking ideas.

2020 has encouraged our innovation and collaboration, and diversified our activities. This year, "Discover Germany", our official event of German brands and culture in China, has expanded, becoming a major event in South China and Beijing. We launched our first live streaming on Taobao, held a large-scale Summer Night Reception in Chaoyang Park in Beijing and the AHK Innovation Hub has started a new chapter in 2020 with the Housewarming Ceremony held in Shenzhen. In East China we held our regular Sino-German Controlling Forum in Suzhou and our second maXcomm Shanghai – the biggest Marketing and Communications Forum of the Sino-German business community in China. The Yangtze Delta was also the scene for the five-year anniversary of the social responsibility initiative "More than a Market" Forum and Awards Gala. Together with the German diplomatic missions in China, we hosted a full week – titled "5 Years 5 Days" – of CSR, sustainability and diversity & inclusion workshops in Shanghai and Suzhou.

2020 may have come to an end, but the challenge we faced will continue. In 2021, we are looking forward to working together with you on the tasks ahead, to resume economic success as soon as possible and to support German companies in China as their #PartnerForGrowth by being a strong voice and providing a vast range of tailored services.

Yours truly,


Dr. Stephan Wöllenstein
Chairperson GCC | North China


Mr. Clas Neumann
Chairperson GCC | Shanghai


Mr. Ulf Reinhardt
Chairperson GCC | South & Southwest China

GERMAN CHAMBER OF COMMERCE IN CHINA

As part of the worldwide AHK network, the German Chamber of Commerce in China is dedicated to providing customized services, advocacy support, and real-time market information to its members. We organize hundreds of events year-round covering China-related topics and keep the Sino-German business community informed through industry surveys and business reports.



ABOUT US

Partner For Greater China

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 Greater China and Germany, we focus on trade and investment between these two regions. We also support our nearly 2,500 Greater China 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

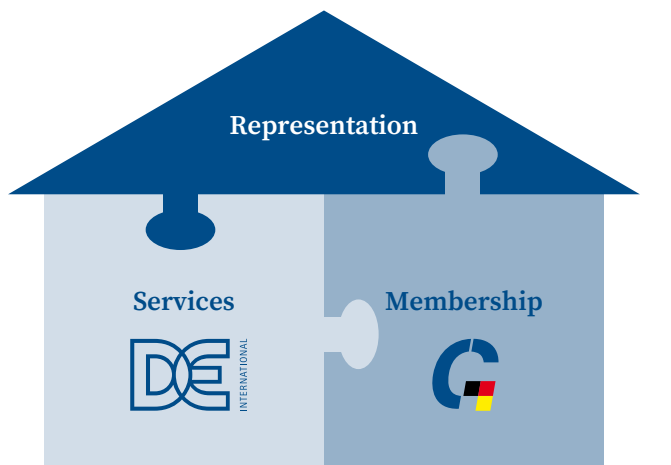
The German Chamber of Commerce in China is the official member organization with 2,070 members in mainland China, which represents German companies doing business in China. The German Chamber helps its members succeed by providing up-to date market information and practical advice. It offers a platform for the Sino-German business community and represents its members' interests toward stakeholders, including governmental and public stakeholders.

Service Provider

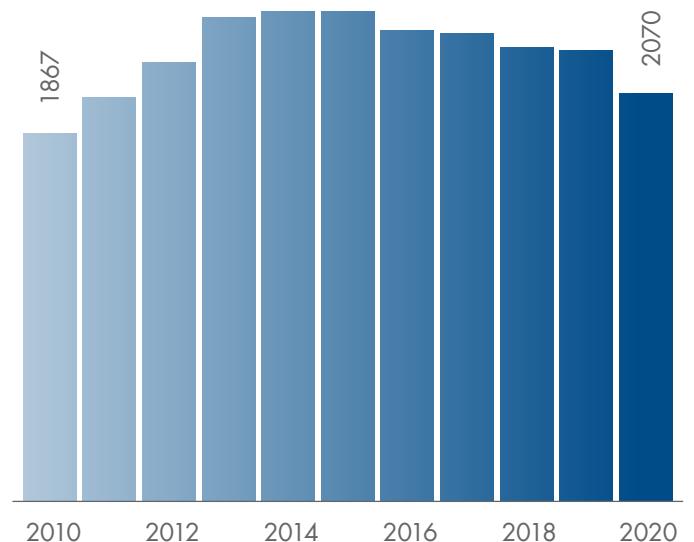
German Industry & Commerce (Taicang) Ltd. for Mainland China, German Industry & Commerce Ltd. for Hong Kong and DEinternational Taiwan Ltd. are the service branches of the German Chamber Network in Greater China. Under the umbrella of German Industry and Commerce Greater China and via the global brand 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.



Partner For Greater China



Membership Development of the German Chamber of Commerce in mainland China (2010-2020)



CHAMBER BOARDS AND CHAMBER TEAMS

As of December 2020

North China



Dr. Stephan Wöllenstein*
Chairperson
CEO
Volkswagen Group China



Mr. Andreas Feege
Treasurer
Partner
Head of German Practice
for Northern China
KPMG



Dr. Björn Lindemann
General Manager
Haver Technologies Tianjin



Mr. Jens Hildebrandt*
Executive Director
German Chamber of Commerce in
China | North China
Delegate and Chief Representative
Delegation of German Industry &
Commerce Beijing



Dr. Matthias Göbel
Group Chief Representative
Deutsche Lufthansa AG



Ms. Susanne Rademacher
Partner, German Attorney-at-law,
Chief Representative
BEITEN BURKHARDT
Rechtsanwalts-gesellschaft mbH Beijing
Representative Office



Ms. Yasmine Riechers
Vice Chairperson
Country Manager Greater China
Sennheiser Electronics
(Beijing) Co. Ltd.



Mr. YAN Leng
Executive Vice President
Daimler Greater China Ltd.



Mr. WU Yongxin
Executive Vice President
Chief Government Affairs Officer
General Manager
Regional Organization
Siemens Ltd. China

*GCC All-China Board Member

Beijing Office



Ms. Jana Kumpf
Executive Chamber Manager
+86-10-6539-6660
kumpf.jana@bj.china.ahk.de



Ms. Jessica Huang
Events Manager
+86-10-6539-6663
huang.jessica@bj.china.ahk.de



Ms. Kathrin Wolfsgruber
Manager Business Development
and Membership
+86-10-6539-6661
wolfsgruber.kathrin@bj.china.ahk.de



Ms. QI Cuiyun
Project Manager Membership
Administration
+86-10-6539-6662
qi.cuiyun@bj.china.ahk.de

Tianjin Office



Ms. Johanna Heinzmann
Regional Manager Tianjin & Senior
Manager Special Projects
+86-22-5830-7963
heinzmann.johanna@bj.china.ahk.de



Ms. ZHANG Zilu
Project Manager Tianjin
+86-22-5830-7963
zhang.zilu@bj.china.ahk.de

Shenyang Office



Mr. Jan Carl Block
Regional Manager Liaoning & Jilin
+86-24-8111-3996
block.jan@bj.china.ahk.de



Ms. HU Chaoran
Project Manager
Liaoning & Jilin
+86-24-8111-3996
hu.chaoran@bj.china.ahk.de

Shanghai



Mr. Clas Neumann*

Chairperson
Senior Vice President,
Head of Global SAP Labs Network,
Head of Fast Growth Market
Strategy Group
SAP China Co., Ltd.



Ms. Brigitte Wolff

Treasurer
Managing Director
EIM Executive Interim Management
China Ltd.



Dr. Verena Schäfer

Vice President of Automated Driving
BMW China Services Ltd.



Mr. Maximilian Butek*

Executive Director
German Chamber of Commerce in
China | Shanghai
Delegate and Chief Representative
Delegation of German Industry &
Commerce Shanghai



Mr. Martin Broda

Chief Representative – Head of China
Landesbank Baden-Wuerttemberg,
Shanghai Representative Office



Ms. Jenny Xiang

President Brose China
Brose China Co., Ltd.



Mr. Titus von dem Bongart

Vice-Chairperson
Partner, Head of GBN Greater China,
ASEAN and Korea
Ernst & Young (China) Advisory Ltd.
Shanghai Branch Office



Mr. David Christian Powels

First Vice President & Commercial
Executive Vice President
SAIC Volkswagen Automotive
Company Ltd.



Mr. Richard Zhang

CEO
KERN-LIEBERS (Taicang) Co., Ltd.

*GCC All-China Board Member



Dr. Sigrid Winkler

Executive Chamber Manager
+86-21-5081-2266-1605
winkler.sigrid@sh.china.ahk.de



Ms. Jessica Qi

Project Manager Events
+86-21-3858-5050
qi.jiaying@sh.china.ahk.de



Ms. Noga Feige

Editor and Social Media Coordinator
+86-21-3858-1675
feige.noga@sh.china.ahk.de



Ms. Daisy Zhu

Regional Manager Shanghai
+86-21-3858-5030
zhu.jingjing@sh.china.ahk.de



Ms. Julia Schneider

Project Manager Events
+86-21-3858-5271
schneider.julia@sh.china.ahk.de



Ms. Philippa Hungar

Project Manager Communications
+86-21-3858-5246
hungar.philippa@sh.china.ahk.de



Ms. CHEN Yan

Assistant to Executive
Chamber Manager
+86-21-3858-5009
chen.yan@sh.china.ahk.de



Ms. ZHANG Qianlu

Project Assistant Events
+86-21-3858-5250
zhang.qianlu@sh.china.ahk.de



Mr. Navin Hossain

Regional Manager Anhui, Henan,
Hubei, Jiangsu, Shandong, Zhejiang
+86-21-5081-2266-1656
hossain.navin@sh.china.ahk.de



Ms. DU Xiaolin

Project Manager Membership
+86-21-3858-5089
du.xiaolin@sh.china.ahk.de



Mr. YIN Zheyu

Project Assistant Events Shanghai
+86-21-3858-5091
yin.zheyu@sh.china.ahk.de



Ms. Veronika Glauberman

Manager Social Responsibility
+86-21-3858-5047
glauberman.veronika@sh.china.ahk.de



Ms. LIU Huixin

Project Assistant Membership
+86-21-3858-5229
liu.huixin@sh.china.ahk.de



Ms. Olivia Helvadjian

Senior Communications Manager
& Chief Editor
+86-21-3858-5037
helvadjian.olivia@sh.china.ahk.de

South & Southwest China



Mr. Ulf Reinhardt*
Chairperson
Chairman and General Manager
Foshan ARC Industrial Equipment
Manufacturing Co. Ltd.



Mr. Tim Leitschuh
Treasurer
General Manager
Bock China Ltd.



Mr. Guido Maune
General Manager
Shenzhen Melitta Household
Products Co., Ltd.



Martin Klose*
Executive Director
German Chamber of Commerce |
South & Southwest China
Delegate and Chief Representative
Delegation of German Industry &
Commerce Guangzhou



Mr. Dong Duong
General Manager
Trolli Guangzhou Confectionery
Co., Ltd.



Mr. Benjamin Alexander Scheidel
President & CEO
Lufthansa Technik Shenzhen Co., Ltd.



Mr. Bernd Leuthner
Managing Director
Herrenknecht (Guangzhou)
Tunneling Equipment Ltd.



Mr. Jan Grigor Schubert
President
ZAMA Group

*GCC All-China Board Member



Mr. WEN Xiaofei
Regional Manager
Sichuan-Chongqing
+86-28-8533-6840
wen.jfay@gz.china.ahk.de



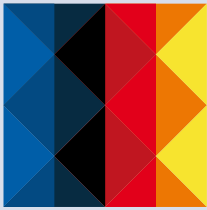
Ms. Vivi Gao
Event & Membership Manager
Guangzhou
+86 -20-8755-8203
gao.vivi@gz.china.ahk.de



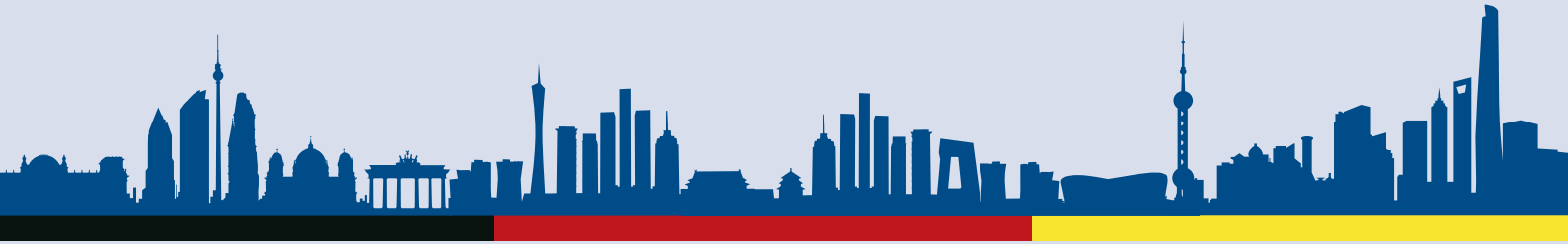
Ms. Melanie Song
Event & Marketing Manager
Shenzhen
+86-755-2660-4215
song.melanie@gz.china.ahk.de



Ms. Lillian Chen
Membership Relationship Manager
+86-20-8755-2353-225
chen.lillian@gz.china.ahk.de



**FRIENDS
OF
GERMAN CHAMBER**



Become a Friend of the German Chamber in China

The German Chamber of Commerce in China is the official member organization representing German business in China. 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".

Who can join?

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

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

How to join?

Contact us for more information and let us know your key motivation for becoming a Friend of the German Chamber.

North China:

Kathrin Wolfgruber
E-mail: wolfgruber.kathrin@bj.china.ahk.de
Tel: +86 (0)10 - 6539 6661

East China:

Daisy Zhu
E-mail: zhu.jingjing@sh.china.ahk.de
Tel: +86 (0)21- 3858 5030

South and Southwest China:

Lillian Chen
E-mail: chen.lillian@gz.china.ahk.de
Tel: +86 (0)20- 8755 2353*225

MEMBERSHIP

The coronavirus pandemic and the global economic slowdown made 2020 a challenging year for our members. Therefore, the German Chamber of Commerce in China worked rigorously to keep the membership highly relevant, ensuring our members' voices are heard and adapting services to the volatile business situation to navigate our members through the uncertainties. In 2021, we will continue to create the best possible business environment for our 2,070 members in mainland China.



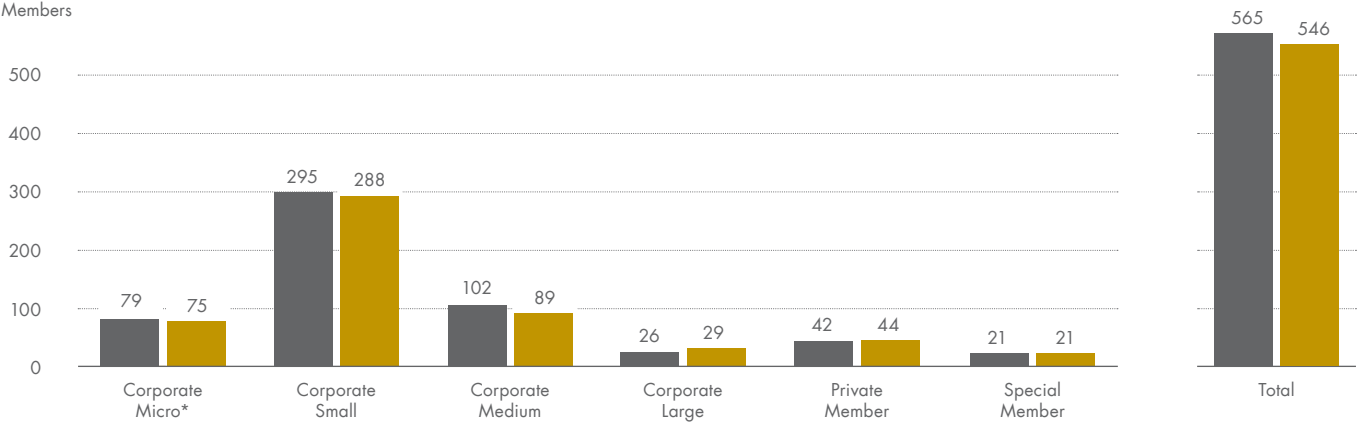
MEMBERSHIP STATISTICS

Membership Development 2019-2020

North China

2019 2020

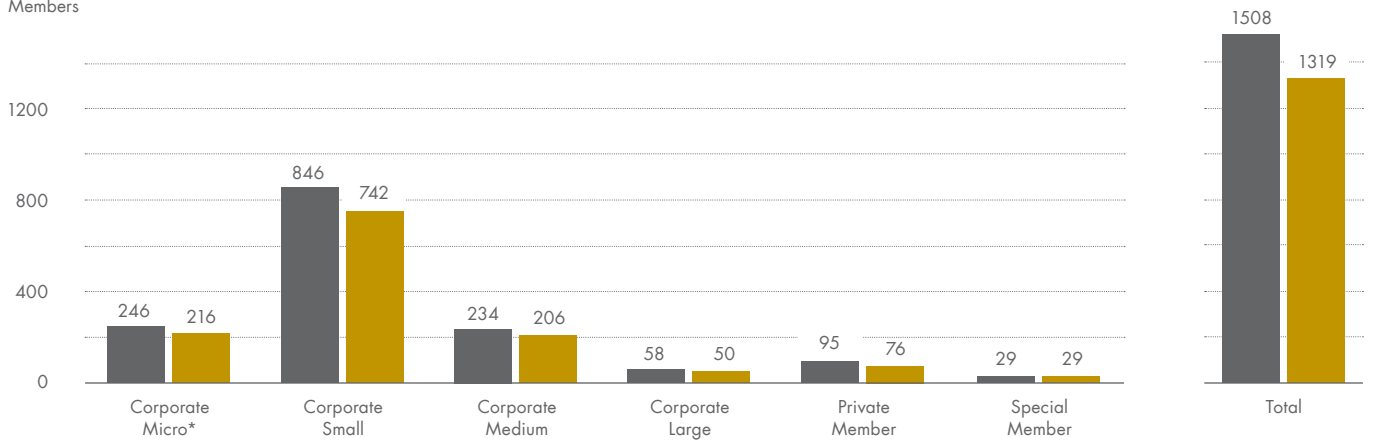
Members



Shanghai and Neighboring Provinces

2019 2020

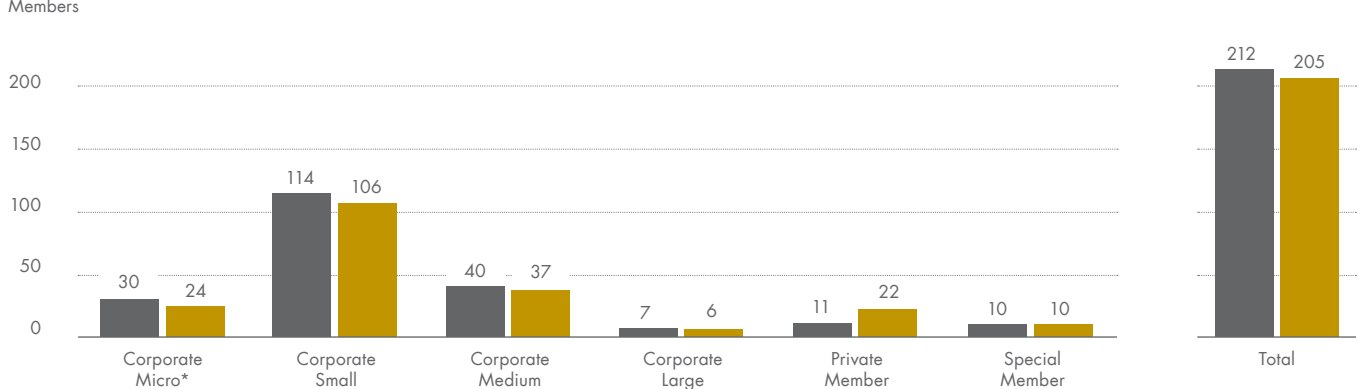
Members



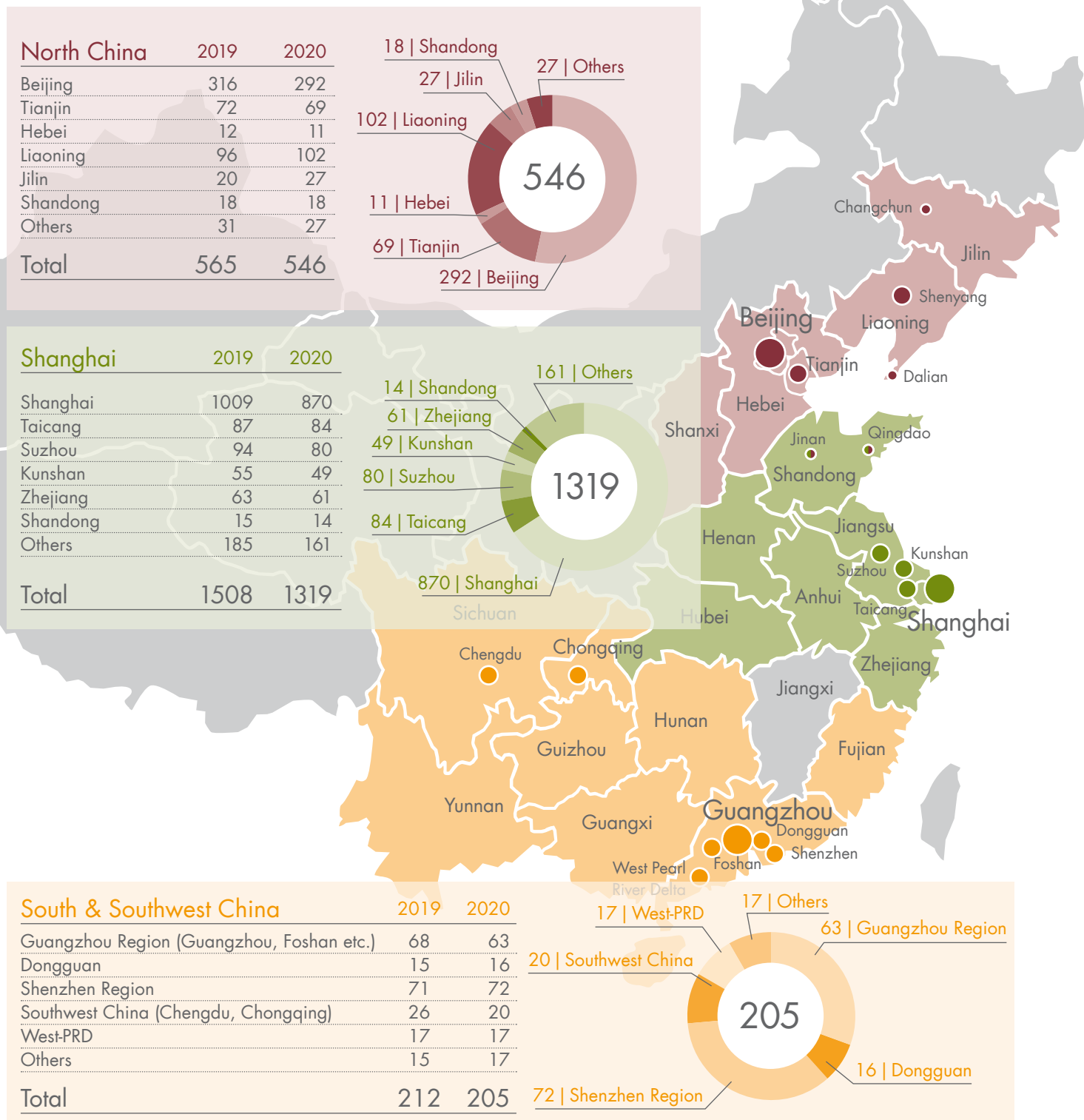
South & Southwest China

2019 2020

Members



Regional Membership Distribution 2020



MEMBERSHIP BENEFITS AND SERVICES

Networking & Advocacy



Networking opportunities with governmental institutions and public stakeholders in Germany and China



Reduced rates for Chamber events all over China



A chance to shape advocacy involving members' interests in our annual surveys (e.g. Business Confidence Survey)



Exclusive members-only events



Access the Wirtschaftsjuvenen (Young Leaders) network for young leaders from your company

Business Services



Insider information on China's economic development



Great business deals all over China (GC Deals)



Access to our annual survey results



Advantages for German business visa applications



Free delivery of the German Chamber Magazine "GC Ticker" (readership of over 30,000)



Specialized and discounted services for SMEs

Outreach & Visibility



Exclusive access to Membership Directory



Discounted advertisements on both online and offline publications



Opportunity to be published in the GC Ticker and to use our WeChat for marketing activities



Special discounts when using DE Job Market to source talents



Brand exposure through high-profile sponsorships

Impacting the Community



Opportunity to become a speaker or workshop leader at one of our events



Option to become a Board Member and shape the work of the German Chamber

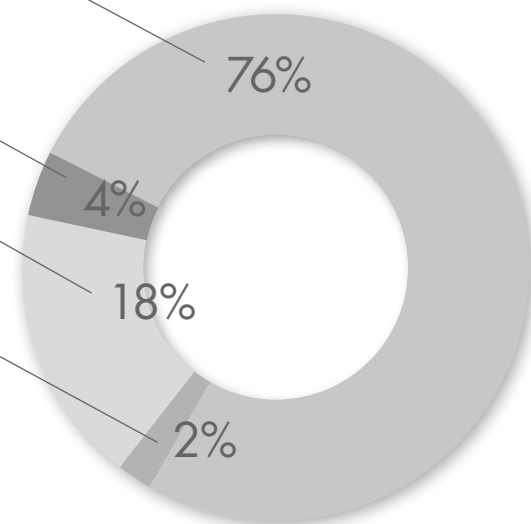


Outreach and development of CSR projects during "More Than a Market" Initiative

FINANCIALS

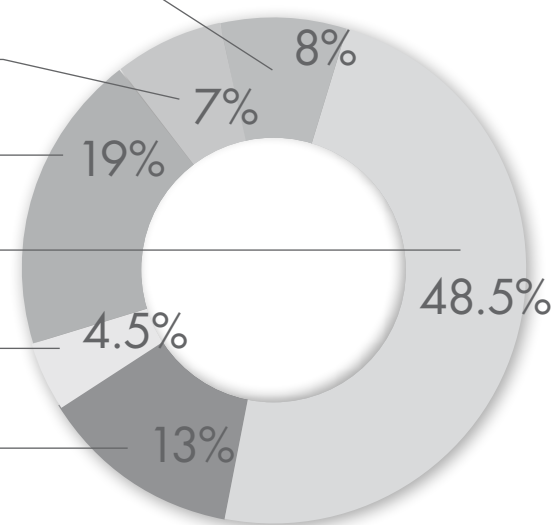
Allocation of Expenses 2020

| | |
|-------------------------------------|---------------------|
| General Expenses and Administration | ¥ 14,043,101 |
| Publications | ¥ 760,544 |
| Events | ¥ 3,255,308 |
| Other | ¥ 403,191 |
| Total | ¥ 18,462,144 |



Revenue Distribution 2020

| | |
|---------------------|---------------------|
| Yearly Sponsorships | ¥ 1,692,790 |
| Publications | ¥ 1,488,243 |
| Events | ¥ 3,999,065 |
| Membership Fee | ¥ 10,055,242 |
| Friends of Chamber | ¥ 898,895 |
| Other | ¥ 2,670,922 |
| Total | ¥ 20,805,157 |



THE GERMAN CHAMBER OF COMMERCE'S COVID-19 BUSINESS SUPPORT

As the German Chamber of Commerce in China, supporting German companies in China is our top priority. During these trying times, we adjusted our services and introduced new programs to better address the needs of our community. Through a combination of advocacy work, business services, and a strong online presence, we strive to meet our members' needs at all times.

AHK Charter Flight Project

The German Chamber, together with the German Diplomatic Missions in China and Lufthansa Group, organized 14 charter flights to China in 2020, bringing back 2,800 employees of German companies to China as well as their families and urgently-needed personnel.



Donation of Medical Supplies

The Chamber connected Sino-German companies with hospitals and health organizations to assist with the passage of medical supplies and funds to Hubei and its capital Wuhan during the

COVID-19 outbreak. Throughout February, the German government and companies in Germany had donated 14.1 tons of medical supplies to China. More than 58 companies answered the German Chamber's call for donations, with contributions amounting to RMB 274 million in cash and supplies by 4 March 2020.



In February 2020, together with the German Embassy, the German Chamber of Commerce in China coordinated a donation initiative on behalf of the German Federal Ministry of Health with support of Fiege Logistics. The initiative involved sending more than 3.5 million masks and other COVID-19 preventive products to Germany, in order to supply hospitals and medical staff in Germany with urgently needed protective gear.

Information & Knowledge Sharing



COVID-19 Chamber Updates & Weekly Policy Updates
The German Chamber of Commerce in China published 15 special updates on issues ranging from new financial regulations, travel restrictions and legal updates, to COVID-19's impact on German companies worldwide and regional policy updates.



AHK FAQ Page
An FAQ section on the AHK website was set up to help navigate through new policies, guidelines and measures on central, provincial and local level China-wide. Topics included operations, production & supply chain, HR, and finance & tax.



Travel Regulations Update & Quarantine Guide
To make the journey from Germany to China less troublesome, The German Chamber of Commerce in China compiled travel policies and quarantine regulations in China to create a practical quarantine guide on the AHK website: www.china.ahk.de/business-travel-regulations.



COVID-19 Focus Topic in Our Webinars
In 2020, 2500 participants joined six China-wide and over 26 regional webinars and policy briefings with local authorities on COVID-19-related issues. Topics include legal updates, crisis management, supply chain management, country snapshots, and industry insights.



WeChat Presence
The Chamber increased its social media presence with over 130 WeChat posts containing regulation updates, travel information, calls for donations and more, reaching over 70,000 views.



Best Practices Sharing
The China-wide "How We Do" digital WeChat series invited members to share their challenges and creative solutions during the COVID-19 pandemic. Virtual roundtables with members across China, focusing on the business situation, provided much-needed experience sharing among companies.



Press Work
Over 90 press releases and comments for the media were issued in 2020.



Local WeChat Groups
WeChat groups proved to be a powerful instrument to locally connect member companies for exchanges and experience sharing. The German Chamber used existing WeChat groups and established new ones for distributing information and connecting more than 900 members and partners locally, for instance in: Wuhan, Qingdao, Hangzhou, Jiading, Jiaying, Minhang, Nanjing, Suzhou, Taicang, Tianjin and Dongbei.

ADVOCACY ENGAGEMENT



200

200 meetings with central, provincial and local government and other official stakeholders on travel restrictions and quarantine regulations



100

Provided support to 100 companies on specific cases (e.g., work resumption, quarantine issues, regulations)



500

Four COVID-19 Flash Surveys with more than 500 participants of press and companies, results were handed over to authorities



50

Collaboration with 50 European and Chinese Ministries, Institutions and Think Tanks



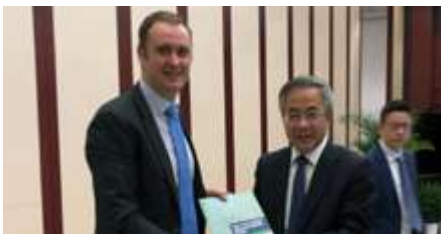
9 April – Chief Representative of the Delegation of German Industry & Commerce in Shanghai, Simone Pohl, discussed “how Shanghai is going to further stimulate demand” at a high-level briefing with Vice Mayor XU Kunlin, hosted by the Shanghai Municipal Commission of Commerce (SCOFCCOM).



12 May – Chairperson of the Board of Directors of the German Chamber of Commerce in China | Shanghai, Bettina Schön, presented the German Chamber's proposals to CPPCC, explaining how the plan can nourish the innovative power of both foreign and Chinese companies in Shanghai and the region.



30 July – Newly-appointed Chairperson of the Board of Directors of the German Chamber of Commerce in China | Shanghai, Clas Neumann, and General Manager GIC Shanghai, Jan Jovy, participated in a roundtable meeting with Mr. Zhou Hanmin, Vice Chairman of CPPCC, alongside representatives from other Chambers to discuss implications of the travel ban.



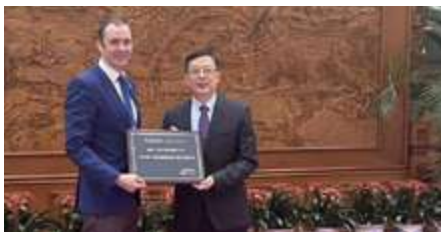
8 September – CCPI invited representatives of several foreign chambers to join a dialogue with H.E. Hu Chunhua, Vice-Premier of the State Council of the P.R.C. Jens Hildebrandt, Executive Director of the German Chamber of Commerce in China | North China, presented the German Chamber's Advocacy Paper, 'Adapting to a New COVID-19 Reality,' to Vice-Prime Minister HU Chunhua and Deputy Ministers of NDRC, MFA, MOFCOM, MIIT and SAIC.



9 September – Invited by the Shenzhen Government and Shenzhen Foreign Affairs Office, Maximilian Butek, the Executive Director, Delegate and Chief Representative Delegation of German Industry & Commerce Shanghai spoke at the seminar – “Jointly Meeting Challenges and Seeking Innovative Development” in Shenzhen.



20 November – In a high-level virtual meeting with Vice Minister Wang Shouwen, Ministry of Commerce of the People's Republic of China (MOFCOM), Clas Neumann, Chairperson of the Board of Directors of the German Chamber of Commerce in China | Shanghai, Yasmine Riechers, Vice-Chairperson of the Board of Directors of the German Chamber of Commerce in China | North China, Wu Yongxin, Board Member of the German Chamber of Commerce in China | North China, and Jens Hildebrandt, Executive Director of the German Chamber of Commerce in China | North China, discussed international travel restrictions, the dual circulation strategy, the new national export control law, and other pressing issues.



28 December – Jens Hildebrandt, Executive Director of the German Chamber of Commerce in China | North China, met with Deputy Director General at the European Department of the Chinese Ministry of Foreign Affairs, Mr. Zeng Fanhua, to discuss questions and concerns raised by German Chamber members on travel restrictions and quarantine regulations.



29 December – Executive Director of the German Chamber of Commerce in China | North China, Jens Hildebrandt, met with the party secretary of Qingdao city, Mr. Wang Qingxian, to thank him for Qingdao's outstanding support and great cooperation during the German Chamber's charter flight project in Summer 2020.

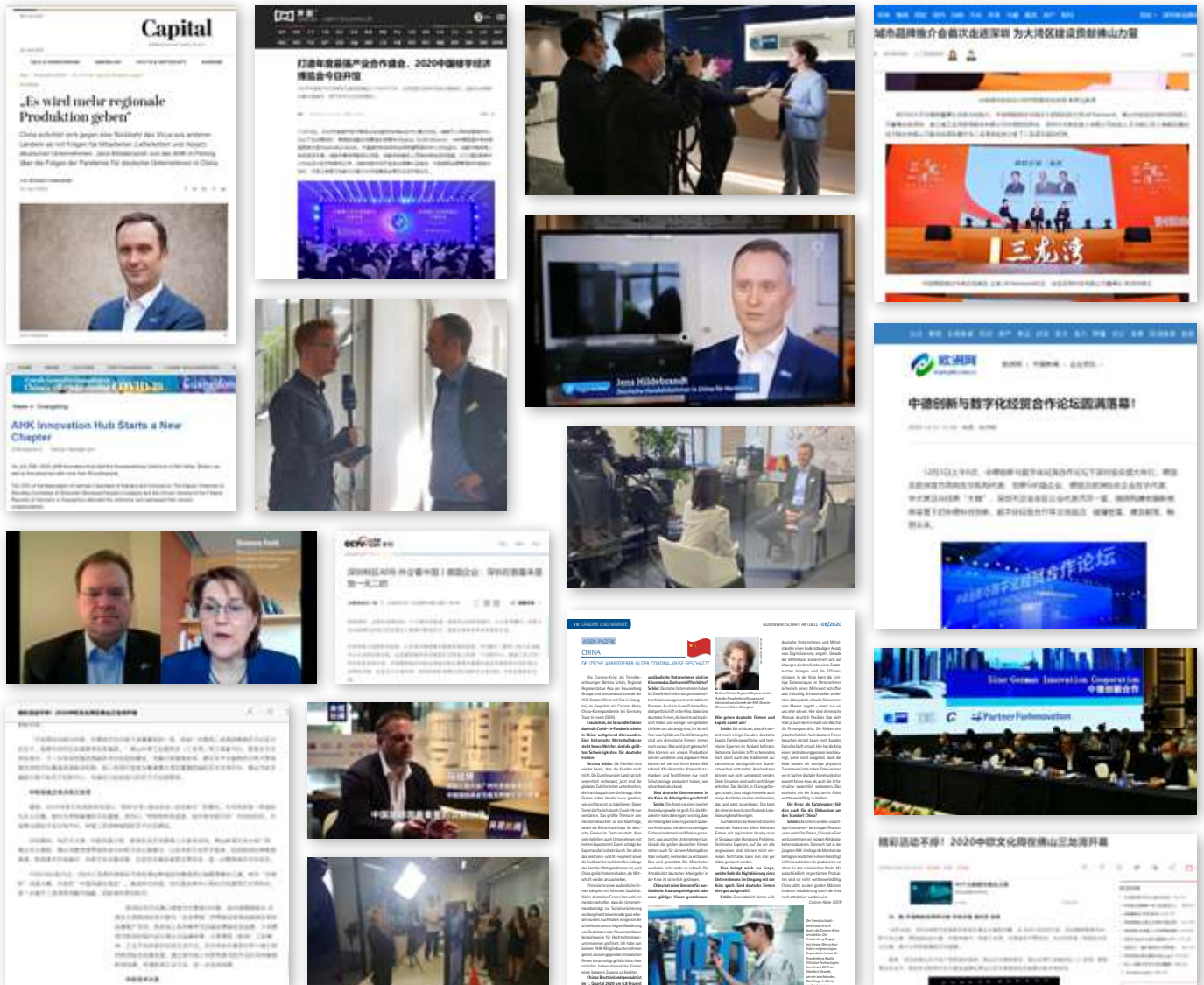
GERMAN CHAMBER IN THE NEWS

2020 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 the interests of German business 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 four flash surveys on the future impact on German business operation in China, gave over 185 interviews and public statements and were featured in

over 600 media clippings. The German Chamber also made headlines by being at the forefront of supporting German companies during the crisis by organizing mask donations and 14 charter flights to China, bringing back urgently needed staff and their families while travel restrictions were at their height.

In 2020, we successfully leveraged local, national and international media in order to increase and strengthen the public voice of German business in China. In 2021, we will continue to carry our message across through meaningful and impactful press work.



PUBLICATIONS

German Chamber Ticker

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.

| | | |
|----------------------------------|--------------------------------------------------------------------------|-----------------------------------------------------------------|
| <p>High-level content</p> | <p>Distributed to representatives of</p> | <p>14,500 printed copies around mainland China</p> |
| <p>Readership of over 30,000</p> | <p>2,070 member companies of the German Chamber of Commerce in China</p> | <p>Online presence on WeChat and our German Chamber website</p> |

Distribution

- Total circulation of around 14,500 printed copies per issue 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, Dongbei, Shanghai, Hangzhou, Suzhou and South & Southwest China

- Can be read on Lufthansa flights between China and Germany
- The full version of the magazine can be read online and downloaded from the German Chamber website at: www.china.ahk.de/membership/chamber-publications/german-chamber-ticker/
- Articles can be read via the German Chamber's official WeChat account



North China



Shanghai



South & Southwest


GCC SURVEYS AND REPORTS

In 2020, the German Chamber of Commerce conducted four flash surveys to assess COVID-19's impact on German businesses operating in the Chinese market. The Chamber published an Advocacy Paper & Practical Guide, offering recommendations to Chinese policymakers and practical advice for business leaders navigating the new reality. As part of our strenuous efforts to support our members with up-to-date assessments of the business climate in China, we published the 13th edition of the Labor Market and Salary Report and, at the beginning of 2021, the 14th edition of the Business Confidence Survey. The results were distributed to key stakeholders, members of the press, and high-profile officials, supporting the Chamber's advocacy work for the benefit of the Sino-German community.



BUSINESS CONFIDENCE SURVEY 2020/2021

The full report is available for download on our website: www.china.ahk.de

This report was conducted in partnership with 

The year 2020 will go down in history as ‘Coronavirus Year.’ People and Businesses around the globe were – and still are – severely affected by the COVID-19 outbreak.

The Business Confidence Survey published by the German Chamber of Commerce in China has been a key instrument for measuring the business sentiment of German companies operating in China since 2007. The results of this year’s survey show that German companies in China are currently optimistic for the coming year and have a strong commitment to the market. However, complex regulatory challenges remain, and competition with Chinese companies is increasing.

Continuous Recovery of German Companies in China

Despite COVID-19-related declines in turnover in the first half of 2020, 39 percent of German companies in China managed to increase their turnover and 42 percent their profits in 2020. In addition, in 2020, around 25 percent of the surveyed German companies in China managed to achieve turnover and profits roughly at the same level as in the previous year. China is the only major economy that has managed to grow – even if only by about 2 percent in 2020. German companies also benefited from this and could partially compensate for the declines in the EU and US markets due to the recovered business in China in the second half of the year.

CAI: Expectations of German Companies in China Are High

Expectations for the upcoming EU-China Investment Agreement (CAI) are high: the companies surveyed stated that market access (40%) and equal treatment of all market participants in China (39%) were the main expectations for the agreement. However, the study results also showed quite positive assessments of formal market access. Compared to the previous year, fewer companies reported encountering restrictions at this first hurdle (30 percent). On the other hand, the challenges remain considerable at the indirect level. Summing up the regulatory challenges of German companies in China, administrative and bureaucratic hurdles are among the biggest obstacles.

China Remains an Important Investment Location

Optimism for 2021 is evident: 77 percent of respondents expect their industry to perform better in China than in other markets. As a result, 72 percent of respondents expect rising turnover in China and 56 percent higher profits in 2021. This is also reflected in a strong commitment to the Chinese market: Almost all companies surveyed (96%) stated that they had no plans to leave China and 72 percent planned further investments. The

German companies surveyed see great business opportunities in China, especially with innovative technologies (58%) and digital solutions (51%).

New Regulatory Challenges and Nearly Unchanged Operational Business Challenges

German companies in the Chinese market face various regulatory business challenges, with some persisting for years and others with changing priority. This year, the topic of internet access (34%) and internet speed (28%) is on top of the agenda, prominently gaining importance in connection with COVID-19 implications and the boost in digitalization. New regulatory challenges arise from the Corporate Social Credit System and the Chinese Cyber Security Law where the majority of the surveyed companies (53%) expect a limitation of data cross border transfer. In terms of operational business challenges, HR-related issues with increasing labor costs or difficulties in finding and retaining qualified staff remain on top of the list. One of the highest obstacles related to COVID-19 is travel restrictions.

Chinese Companies are Becoming Stronger Competitors

41 percent of the German companies expect local companies to become innovation leaders in their industries within the next 5 years, while 35 percent believe they will not. Chinese Privately-Owned Enterprises (POE) are considered stronger competitors for German companies than State-Owned Enterprises (SOE). For the moment, German companies are confident that in the short term their products or services cannot be substituted at the same quality, technical level or cost (in total).

Decoupling Tendencies Accelerate Localization Trend

The growing tensions between the US and China created additional uncertainties for German companies in China in the pandemic year 2020. In a decoupling scenario, the German companies in China are mainly concerned about the risks of rising costs due to catering to various standard requirements in the markets (37%) and a slowdown of business in the long term (35%). German companies in China respond to this development with increasing localization of research and development (43%) as well as procurement (34%) and alignment of key technologies with different standards (33%).



LABOR MARKET & SALARY REPORT 2020/2021

The short version of the report is available for download on our website: www.china.ahk.de.
The full report is available for our members only.

This report was conducted in partnership with **DirectHR**
Member of PAWLIK Group

COVID-19 Pandemic Impacts the Chinese Labor Market

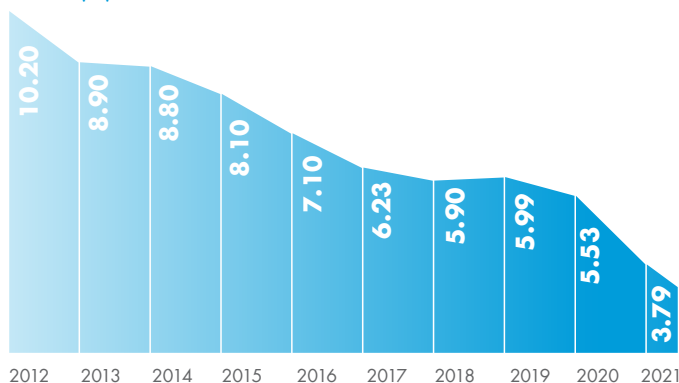
Along with the ongoing challenges of an aging population, shrinking labor force, and, thus, an increasingly challenging worker-to-pensioner ratio, the Chinese labor market faces severe disruptions as a result of the pandemic. Rising unemployment and, at the initial phase of the outbreak, labor dislocation, brought about further instability to the labor market.

The official surveyed urban unemployment rate, released by the National Bureau of Statistics China (NBS), increased significantly in February 2020 to 6.2 percent (from 5.3 percent in January). With the easing of domestic travel restrictions and the resumption of business activities, the urban unemployment rate fell to 5.9 percent in March. During that time, 76 million workers (around 17 percent of the urban workforce) were employed but could not resume work. The surveyed urban unemployment rate increased to 6 percent in April 2020. In June, an urban unemployment rate of 5.7 percent was reported, continuing to put pressure on the Chinese labor market.

Hiring Freezes and Government Support: The Effects of COVID-19 on German Companies

Wages in China have been affected by the COVID-19 pandemic, and HR measures had to be taken to mitigate the impact of the pandemic on business activities. The effective wage growth of German companies in China in 2020 averages 4.03 percent, 1.50 percentage points (p.p.) below the projected 5.53 percent for 2020. Two-thirds of the German companies report that the pandemic has a medium to high impact on the actual salary growth for 2020. To mitigate the impact of COVID-19, German companies

Expected Wage Growth Development at German Companies in China (%) Nominal Growth



In each edition, the expected wage growth is the average of all the individual positions expected wage growth collected in the survey. In 2020, with a total of 576 companies and 39 different notes, the number of observations collected amounted to 7,307.

have taken considerable measures: over half of the respondents reported hiring freezes, 46 percent introduced alternative work arrangements, such as remote work, and 44.3 percent reported using HR government support measures. Some companies report layoffs of personnel (11.1 percent) or reduced salaries, either temporarily (10.6 percent) or permanently (7.1 percent).

Downward Trend of the Average Expected Wage Growth Intensified Amid COVID-19

The expected salary growth for 2021 among German companies in China averages 3.79 percent – a 1.74 p.p. decrease from 2020 expectations. The expected salary growth for 2021, as well as the effective salary growth for 2020, remain below the respective projections for 2020 across all regions in China. However, in certain regions and cities (Taicang and Kunshan, and Pearl River Delta regions apart from Guangzhou and Shenzhen), the outlook for next year seems more favorable, with salary growth projections for 2021 that are above the reported effective wage growth rates for 2020.

The expected wage developments by industry are aligned with the overall trend in China, with expected salary growth for 2021 below the projected salary growth for 2020 across all industries. Consulting/Legal Services and Medical Supplies are the industries with the highest expected salary growth rates for 2021: 5.25 percent and 4.94 percent, respectively. Logistics (2.67 percent), Consumer Goods (2.76 percent), Automotive (3.50 percent), and Electronics (3.64 percent) project the most moderate wage increases for 2021.

Recruiting Qualified Staff and Rising Labor Costs Continue to Challenge Companies

Aside from the impact of COVID-19 on business, recruiting qualified personnel, rising labor costs, and retaining qualified staff are considered the top HR challenges impacting business operations, similar to previous years. However, these challenges are losing some of their prominence. Recruiting qualified staff is seen as having a high impact on business operations by 27.4 percent of the survey participants, 7.4 p.p. below 2019's results. Almost one-third (31.8 percent) of the contributors see rising labor costs as having a high impact – 7.1 p.p. lower than last year. Retention of qualified staff has a high impact on business operations for 21.0 percent of 2020's contributors, 9.6 p.p. lower than in 2019.

576 German companies contributed to 13th Edition of the Labor Market and Salary Report, which was conducted between 6 June and 17 July 2020 among member companies, in partnership with Direct HR Group and was released on 7 September 2020.



ADVOCACY PAPER & FLASH SURVEYS

Advocacy Paper

Adapting to a New COVID-19 Reality: The German Chamber's Advocacy Paper

The German Chamber of Commerce in China launched its Advocacy Paper presenting recommendations to Chinese policymakers and practical advice for business leaders on how to adapt to a new COVID-19 reality in July 2020.

The paper's findings are based on the input of more than 70 German business leaders in China, as well as on extensive data collected in various surveys since the end of 2019.



Flash Surveys



COVID-19 Severely Impacting Business: trade associations call for proportionate measures to get real economy back on track

27 February 2020 – The German Chamber of Commerce in China (German Chamber) and the European Union Chamber of Commerce in China (European Chamber) released details of a joint survey on the effects of COVID-19 on European business in China.

COVID-19's Future Impact on Foreign Companies in China: German Businesses on Track to Recovery – Demand now Major Concern

2 April 2020 – The German Chamber of Commerce in China released details of a second survey on COVID-19's future impact on German businesses and the shift in challenges for companies operating in China.

The 3rd Flash Survey Results – Point to Challenges Ahead

29 July 2020 – The latest data set on COVID-19's future impact on German businesses was collected in June 2020 and released together with the Advocacy Paper. The results of the poll showed that German business in China is on track to recovery. However, hopes raised earlier in 2020 that the summer of 2020 will be the tipping point for companies to resume economic normalcy, have not yet materialized.

COVID-19 Flash Survey: German Companies in China on the Path to Recovery – Noticeable Optimism for 2021

17 December 2020 – The latest flash survey of the German Chamber of Commerce in China in which 530 businesses participated shows the current situation of German companies in China and their expectations for the year 2021 with regard to the Corona-pandemic. The data was polled for the fourth time in 2020.

CHAMBER ACTIVITIES IN SOUTH AND SOUTHWEST CHINA

The German Chamber of Commerce in China | South & Southwest China is devoted to organizing various business and social events to offer its members exclusive business exchange opportunities.

In 2020, there were in total 44 events, including workshops, roundtables, webinars, factory visits and social events, organized across 6 cities in South and Southwest China, which attracted over 152,000 enthusiastic participants.

The German Chamber of Commerce in China in cooperated with Alibaba Group held the first "Discover Germany Live Stream", which gave German brands a unique platform to interact with the Chinese consumers. Over 150,000 participants took part in the live stream and purchased authentic German products at the German pavilion. Besides, Discover Germany 2020 brought

German market to Foshan city, charming numerous fervent visitors. In July, AHK Innovation Hub held the Housewarming Ceremony in Net Valley, Shekou, which symbolized a new chapter of AHK Innovation Hub.

Due to the lock-down, the German chamber moved its regular seminars online and had organized over 20 webinars, roundtables and workshops. Industrial experts were invited to share their professional views and insights with the topic from "Creativity and Opportunities in a Crisis" to "Supply Chain and Logistics".

Thanks to Our Yearly Sponsors South & Southwest China 2020



2020 AT A GLANCE



44 events



152,000 participants



6 cities



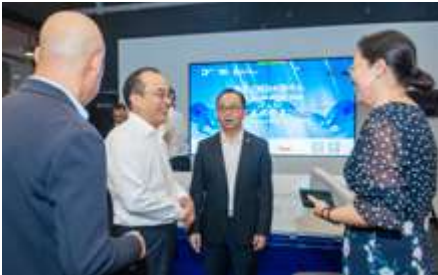
10 January, Guangzhou, Stammtisch



15 May, Guangzhou GM & Board Election



12 June, South and Southwest China Virtual Roundtable – Best Practice Sharing in Digitalization



30 July, Shenzhen Grand Opening & Roadshow@AHK



21 August, Guangzhou CSR Themed Salon



17 September, Guangzhou InterChamber Networking Drinks



17-18 October, Foshan Discover Germany



6 November, Shenzhen Oktoberfest Party



20 December, Shenzhen Glühwein Party

2020 BUSINESS EVENT HIGHLIGHTS

4th HR Summit South China



On 25 September, 2020, the German Chamber of Commerce in China | South and Southwest successfully held the 4th HR Summit South China in Shenzhen, which attracted more than 60 Human Resource professionals and corporate representatives from 35 German companies. During the event, there was a lively exchange of strategies as well as an intuitive overview in various fields of human resource in South China.

Following a welcome remark by Mr. Ulf Reinhardt, the Chairman of the German Chamber of Commerce in China | South and Southwest, five relevant topics were presented by the speakers, focusing on improving employee experiences, HR priorities, optimizing HR structure and costs, recruitment psychology practice and the German Chamber's 13th annual salary survey. In addition to the fruitful presentations, in the Q&A session, attendees exchanged idea with each other and figured out effective and practical ways to deal with Human Resources challenges that they were facing.



After the session, beyond a cozy atmosphere, the guests enjoyed the tasty food and beverage in the fabulous venue, where they had a superb business networking with professionals.



Thanks to our speakers for their contribution to the success of the event:

- Walter Cai** | Human Resource Director of ZAMA Precision Industries (Huizhou) Co., Ltd.
- Juanjo Cardona** | Marketing and Information Solutions Manager at Direct HR Group
- Leslie Li** | Management Consultant, Senior HR Manager, Growth Coach for Executives and Senior Trainer at Raylase Laser Technology (Shenzhen) Co. Ltd.
- Maggie Sun** | Coach, SHRM-SCP and Instructor
- Virginia Tan** | Business Adviser at CW Consulting Services (Shenzhen) Company Limited



Special thanks to our sponsors and partner:

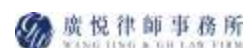
Gold Sponsor



Venue Partner



Bronze Sponsors



Seminars, Workshops, Roundtables and Factory Visits

In 2020, the German Chamber of Commerce in China | South & Southwest quickly adjusted to the new normal under the pandemic and organized in total 22 webinar, workshops, roundtables and factory visits. More than 20 experts were invited to share their professional views and insights with the topic from “Creativity and Opportunities in a Crisis” to “Supply Chain and Logistics”.

Webinars and Meetings

Supply Chain and Logistics: Best Practices amid 06.03.2020 | Online

Coronavirus Outbreak

Speakers: Hasso Karl Schmidt, Senior Director, Eastern & Western China and Chief Representative China of Deutsche Lufthansa AG and Lufthansa Cargo AG; Rodrigo Cambiaghi, Partner, Supply Chain & Operations Leader Greater China at Ernst & Young; Jens Jan Schaefer, Director, Supply Chain & Operations | Advisory Services, Performance Improvement of Ernst & Young

Latest Tax Policy Implication and Risk Avoidance Schemes 09.04.2020 | Online

Speaker: Mavy Zhao, Tax Manager at Tricor China

Creativity and Opportunities in a Crisis 28.04.2020 | Online

Speakers: Roland Geisler, Product Manager of Adobe; Casey Zheng, BD Director of BGI Group; Jeff Chien, SVP, China Partnerships of Plug and Play Tech Center; Sebastian Lang, Global SAP IT Showroom Director of SAP Software Solutions; JUN GE, Global CEO of TOJOY Shared Holding Group; Markus Kuhlo, Director of Marketing and Strategy of Tencent Cloud Europe; Meike Smerecnik, Head of Product Management Omni Channel Services Business Development of Thalia Bücher GmbH; Sebastian Lang, Global SAP IT Showroom Director of SAP Software Solutions; Kati Schmidt, Director of Growth and Campus Operations of Course Hero

Virtual Coffee Meet-up: HOW WE DO in Response to 20.05.2020 | Online

Market Changes

Speakers: Mark Lueddecke, Group Manufacturing Director of Guangzhou Outskin Sportswear Co., Ltd.; Stefan Kracht & Pierre Gargatte, Managing Director & Client Service Manager of Fiducia Management Consultants; Roland Walter Kohl, CEO of Nissin Metal Plastic (Shenzhen) Co. Ltd.; Thomas Wrobel, General Manager of Globe precision (Shenzhen) Co., Ltd.; Ulf Reinhardt, Chairman of ARC (Foshan) Industrial Equipment Manufacturing Co., Ltd.; Axel Strittmatter, Managing Director of Testo Instruments (Shenzhen) Co., Ltd.

Learning@GCC: Thriving in the Face of Uncertainties through Resilienc 29.05.2020 | Online

Speaker: Daniel Yeo

Meeting with German Chamber Southwest China Member Companies 04.06.2020 | Online

Business Collaboration after COVID-19 10.07.2020 | Online

Speaker: Weiping WU, SipingSoft Ltd.

How the Civil Code may Affect Contracts with Foreign Parties 16.07.2020 | Online

Speaker: Nicola Caiazzo, WANG JING & GH LAW FIRM; Eric Chen, WANG JING & GH LAW FIRM

China Economic Update by the World Bank 04.08.2020 | Online

Speaker: Martin Raiser, Country Director of China, Mongolia and Korea of World Bank

Brand Protection in China 18.08.2020 | Online

Speaker: Matias Zubimendi, IP Business Advisor at China IPR SME Helpdesk

China-Germany Top Medical Industry Dialogue 21.08.2020 | Chengdu

Corporate Social Responsibility (CSR) Topic Salon 21.08.2020 | Guangzhou

Speakers: Eloísa Hu, lawyer at WANG JING & GH LAW FIRM; Dee Lee, Director and founder of Inno Community Development Organisation; Jophy Zhu, Branch Manager of social responsibility and sustainable development department at TÜV SÜD Certification and Testing (China) Co., Ltd. Guangzhou Branch

Presentation of the German Chamber's 13th Annual Salary Survey 25.09.2020 | Online

Speaker: Juanjo Cardona, Marketing and Information Solutions Manager at Direct HR Group

Factory Visit

FAW-Volkswagen Chengdu Branch Factory Visit 22.09.2020 | Chengdu

Roundtables

Virtual GM Roundtable 28.01.2020

Speakers: Mr. Ulf Reinhardt; Dr. Kate Gaynor; Ms. Katherine Wen; Mr. Lutz Kaiser and Mr. James Peng; Ms. Veronique Dunai, the Economic Policy Officer of German Chamber of Commerce

GCC Virtual HR Roundtable 17.03.2020

Speaker: Milly Yan, HR & Admin Manager of Trolli Guangzhou Confectionery Co., Ltd.

GCC Virtual GM Roundtable 03.04.2020

Speaker: Stefan Kracht, Managing Director & Owner of Fiducia Management Consultants

Virtual BD Roundtable: Online Marketing 21.05.2020

Speakers: Maggie from StarRides 4DAGE; Ulan from Ulan Consultancy

Virtual GM Roundtable: Best Practice Sharing in Digitalization 12.06.2020

Virtual HR Roundtable: How to improve employees' work 23.06.2020

enthusiasm during the crisis

Speakers: Youmans Zhang, the HR Director from Kempinski Hotel Chengdu, and Trista Li, the HR Manager from Teufel China

GCC Virtual BD Roundtable: Digital Transformation 23.07.2020

Virtual Marketing Roundtable 12.08.2020

SPECIAL EVENTS

General Meeting



On 15 May, 2020, The German Chamber of Commerce in China | South and Southwest successfully held the General Meeting and announced the result of Board Election 2020.

It was with great honor to have Mr. Martin Fleischer, the Consul General of Germany in Guangzhou, and Mr. Wolfgang Rudischhauser, the Consul General of Germany in Chengdu to give warm welcomes to our members.

The meeting reviewed the Chamber's activities and finances for 2018-2019. Followed up by the highlight of this meeting- announcement of 2020-2022 New Board of Directors.

AHK Innovation Hub Grand Opening

On 30 July, 2020, AHK Innovation Hub held the Housewarming Ceremony in Net Valley, Shekou. The CEO of the Association of German Chambers of Industry and Commerce, the Deputy Chairman of Standing Committee of Shenzhen Municipal People's Congress and the Consul General of the Federal Republic of Germany in Guangzhou attended the ceremony and expressed their sincere congratulations.



AHK Innovation Hub was officially inaugurated by the German Chancellor Angela Merkel along with the State Secretary at the Federal Ministry for Economic Affairs and Energy as well as high-level government representatives from Guangdong province on 25 May, 2018. Since then, it has been established as a central contact point for German companies and other interest groups on the subject of innovation and entrepreneurs. Through the AHK Innovation Hub, the German Chamber has strengthened the Sino-German business community, especially in the post-epidemic era, which will bring confidence to enterprises and deepen Sino-German cooperation on a wider scale.

Representatives from the government and enterprises attended the opening ceremony online and on-site, including Dr. Martin Wansleben from Germany, CEO of the Association of German Chambers of Industry and Commerce (DIHK). The Chinese and German governments gave speeches at the ceremony, Mr. Peng Haibin, Deputy Chairman of Standing Committee of Shenzhen Municipal People's Congress, Mr. Martin Fleischer, Consul General of the Federal Republic of Germany in Guangzhou, Mr. Li Baian, Executive Vice President, China Merchants Group and more.

Discover Germany 2020 in Foshan



From 17 to 18 October, 2020, the German Chamber of Commerce in China | South and Southwest successfully held the 4th Discover Germany at Foshan New Town. A number

of authentic German brands including daily necessities, food, drinks, technology products and more displayed their products on-site, which attracted thousands of enthusiastic Foshan residents to have fun and shop. The interactive sections at the event such as lottery drawing, music and dance performances and graffiti walls enriched customers' experience. In addition, it was the first time that we livestreamed the event online. On Kuaishou App, @快看佛山, over 2.35 million netizens watched and liked it.

As part of the 2020 China-Europe Culture Week, Foshan government officials, Consul-General of the Federal Republic of Germany in Guangzhou, Chairman of German Chamber of Commerce in China | South and Southwest, ambassadors from Austria, Spain and other European countries attended Discover Germany 2020, interacted with merchants and experienced German products at the opening ceremony.

Discover German Brands



On 2 December, 2020, German Chamber of Commerce in China | South and Southwest held the "Discover German Brand" Exhibition Opening Ceremony at Shenzhen Bao'an Library. More than 60 guests from Sino-German corporates and government representatives attended the event and witnessed this wonderful moment together.

The event lasted for 5 days from 2 to 6 December and included two parts – the German brand exhibition and German market. A total of 20 German enterprises participated in the event, including daily necessities, technology, education, industrial manufacturing, finance and trade and others. The German brand benchmarks, such as Herrenknecht, Allianz, IB, Trolli and Schoener Wohnen displayed their brand stories at the exhibition as well. Citizens could not only learn about the history and milestones of German enterprises and their brand culture in the past century, but also experienced and purchased authentic German products on-site.

SOCIAL EVENTS

The German Chamber of Commerce in China | South and Southwest has organized 20 social events in 5 cities over the year 2020, aiming to build up an integrated Sino-German business community with high centripetal force. In 2020, the chamber vitalized its members with abundant events in innovative format. Ranging from cultural exchange to business networking events, they enriched its members' experience and uncovered business opportunities in South and Southwest China.



| | | | |
|-------------------------------------|-------------------------|------------------------------------------------------------------|--------------------------|
| Stammtisch | 10.01.2020 Guangzhou | Foshan Sanlongwan Innovation Cluster: 2020 China-EU Culture Week | 16-26.10.2020 Foshan |
| GZ InterChamber Networking Drinks | 23.06.2020 Guangzhou | 2020 German Chamber Oktoberfest | 23.10.2020 Guangzhou |
| InterChamber Networking Drinks 2020 | 30.06.2020 Shenzhen | Social Drinks | 24.10.2020 Zhuhai |
| Chamber Dinner – New Journey | 09.07.2020 Guangzhou | Interchamber Mixer Autumn 2020 | 05.11.2020 Chengdu |
| Discover German Biergarten | 21-22.08.2020 Chengdu | Oktoberfest Party | 06.11.2020 Shenzhen |
| InterChamber Business Networking | 17.09.2020 Guangzhou | China – Foreign Chambers Business Exchange | 25.11.2020 Guangzhou |
| InterChamber Business Networking | 24.09.2020 Shenzhen | Discover German Brand | 02-06.12.2020 Shenzhen |
| 2020 German Chamber Oktoberfest | 25-26.09.2020 Chengdu | 2020 Christmas Dinner | 18.12.2020 Guangzhou |
| Stammtisch | 26.09.2020 Guangzhou | Glühwein Party | 20.12.2020 Shenzhen |
| Discover Germany Foshan | 17-18.10.2020 Foshan | Discover Germany Live Stream | 21.12.2020 Online |

Discover Germany Live Stream



In late 2020, the German Chamber of Commerce in China and Alibaba Group jointly held the first “Discover Germany” online carnival, giving German brands a unique platform to showcase their products to Chinese consumers.

In addition to the exclusive venue for “不德不爱”, the online carnival also opened a live broadcast account on Taobao – “Discover Germany,” achieving great results following its online debut in December 2020. The total number of viewers in the live broadcast carnival nights reached more than 300,000, and the cumulative views of three live broadcasts reached 14,000.

On 4 February, 2021, the German Chamber of Commerce in China broadcasted the “Discover Germany” New Year Special, with the support of the German Consulate General in Chengdu, Alibaba Group, Tmall Supermarket, and Taobao live broadcasts. The event was a huge success: the number of views reached almost 100,000. The events drew attention both domestically and abroad, earning coverage by established media outlets.

In 2021, we will continue with the “Discover Germany” livestreams, using multiple channels and methods to promote German brands, expand our influence and create more market opportunities.

The German Chamber sincerely invites German brands to join “Discover Germany 2021”, let us help you increase your exposure and achieve growth.

For cooperation, please contact:

Mr. Xiaofei Wen
wen.jfay@gz.china.ahk.de
 +86 28 8533 6840

IMPRINT

Publisher
 German Chamber of Commerce in China | South & Southwest
 1903B Leatop Plaza, No. 32 Zhujiang East Road
 Tianhe District, Guangzhou 510620, PR China
 Tel. +86 20 8755 2353
chamber@gz.china.ahk.de | www.china.ahk.de

Scan here and follow
 us on WeChat





Greater China Xceleration Days

2021年德中经济峰会

1 - 3 December | Shenzhen

Scan for more updates.



 Partner For Xceleration

SUPPORT.
FACILITATE.
REPRESENT.
INFORM.



The German Chamber of Commerce in China | South & Southwest would like to thank their Yearly Sponsors of the Year 2020

