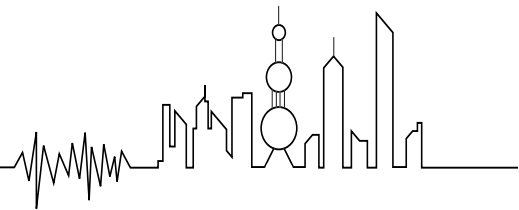
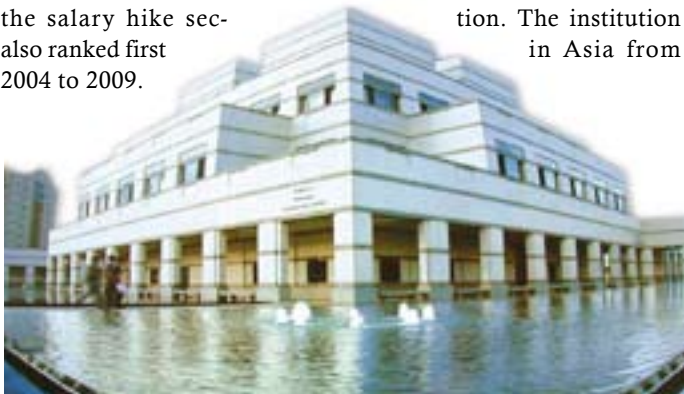


ShanghaiBeat



The gloom triggered by the global economic downturn seems to be slowly lifting from Shanghai. With Chambers of Commerce confident of foreign investments going up in China, a glittering awards ceremony for luxury brands and the launch of an exclusive range of high-end shoes in the new year, 2009 may see better fortunes than predicted by financial doomsday sayers.

▼ **CEIBS** hosted a press conference on 5 February to celebrate their spot in the Top 10 charts of the **Financial Times' MBA 2009 Ranking**. The China Europe International Business School, ranked eighth worldwide, finished just behind Stanford and out-ranked both MIT Sloan School of Management and New York University's Stern School of Business. The ratings are based on the record of the alumni of 2004. FT devotes 55 per cent of its ratings break-up to the career progress of an institute's graduates and alumni and CEIBS ranked number one in the world in the salary hike section. The institution also ranked first in Asia from 2004 to 2009.



■ The **Swiss-Chinese Chamber of Commerce** presented the results of a survey of 69 enterprises on 11 February. The survey revealed that Swiss companies are looking to up investments and remain very optimistic for the new Chinese business year. "Two thirds of the respondents are confident or very confident for 2009. More than 78 per cent expect successful operations in the coming five years," said Christian Guertler, president of SwissCham Shanghai. Although rising labour costs are a concern, almost no Swiss company is planning to move operations inland. "On average, Swiss companies have every intention of increasing investments by 14 per cent and the employee force by 5 per cent," added Guertler. Only 6 per cent of the companies polled anticipate smaller market shares.

■ Laura Mitchelson, co-founder and managing director of **Amber** – a market intelligence company, spoke about the value of business intelligence on 11 February at an AustCham breakfast event. "The landscape for MNCs in China is constantly changing and operating here can be a real challenge," said Mitchelson. "Although the flow of information in companies is crucial, market intelligence is still a developing field in China. Many companies are only now beginning to gather sales information." Mitchelson cited an example of how there are more than 80 million students learning to play the piano in China but this potential remains untapped. There could be a steady demand for USD100 pianos here, yet no company has gathered market intelligence in this field.

► **LuxuryMart09** and **The Hurun Report** hosted **The 'Best of the Best 2009' awards** on 15 January at the Shangri-La Pudong hotel. These awards go to the most preferred brands of China's richest consumers. Louis Vuitton swept up the 'Best Overall Luxury Brand' honours, considered the most prestigious award of all. Other major award winners included Cartier for 'Best Jewellery' and Patek Philippe for 'Best Luxury Watch.' Categories ranged from jewellery, watches and fashion to bankers, cars, cognacs, cigars and even connoisseur teas. The ceremony was attended by luxury brand decision-makers and high net worth individuals from China's business world. The glitterati of the evening included over 100 individuals worth over USD10 million. Of them, 30 per cent were from outside Shanghai. Now in its fifth consecutive year, the awards were polled from a survey of 500 Chinese consumers with assets of at least Rmb10m or annual income of over Rmb1m.





▼ With the catchline, “each pair of **Mary Ching shoes** whispers absolute exclusivity,” Alison Yeung, founder of accessories and shoe brand **Mary Ching**, is on to a winner. Certainly exclusive – read the price tag – her designs are understated and elegant and are sure to inspire China’s fashion-conscious female crowd. Hosting a new season showcase at Glamour Bar on 15 January, Yeung described how her collections “blend

Asian aesthetics and European style.” She added: “The Mary Ching Design Studio, started in 2006, hopes to



create an international luxury brand that is proud to be Made in China.”

► On 16 January, **Three on the Bund** presented a THREE Talk, focusing on organisational change, with **Peter M. Senge**, management leader and best-selling author of **The Fifth Discipline**. Senge illustrated the gap between inherent potential and achievement by quoting renowned statistician Dr. Deming: “Our prevailing system of management has destroyed our people.” The top-down approach is hopelessly out of date. Decentralising leadership in organisations creates a collective intelligence, where individuals work together towards a common goal. Senge cited the example of Nike’s management practice, where the organisation motivated its staff to design an eco-neutral shoe by introducing an in-house award system of bronze, silver and gold sustainability medals. Naturally, this brought out the hidden design talent within the organisation and a larger number of employees strove for a medal for their design skills.



■ The Year of the Golden Ox was celebrated in true Chinese fashion at **The Portman Ritz-Carlton** Shanghai on 26 January. The ceremony included a vibrant and colourful lion dance performance which manoeuvred its way around the hotel and the Shanghai Centre’s business complex, ending in the traditional eye-dotting ceremony. Meanwhile, **The Westin Bund Center Shanghai** launched its culinary interpretation

of the Chinese classic Journey to the West. This March event pays homage to the literary work which is one of the four great classical novels of Chinese literature dating back to the Ming Dynasty.



The many culinary descriptions in this famous work of literature appear to have inspired Westin’s chefs.

■ **The FC Club** hosted its Career Development Evening at Moon’s Steakhouse at the Swissôtel Grand Shanghai on 12 February. The evening centred around a discussion on “The Three Most Common Resume Mistakes,” analysed by professional resume writer **Peter Hill**. The writer, with over 10 years of experience in the field, had some smart advice for job aspirants. “Your resume is a document that can have a significant and lasting impact on your immediate and long-term career success,” said Hill. In an ever-changing and fast-paced market place like China’s, the talk was informative and took business back to basics – much needed during this a downturn.

■ At a Four Seasons AmCham event on 12 February, **Juan Antonio Fernandez** and **Laurie Underwood** launched their second book - **China Entrepreneur: Voices of Experience from 40 International Business Pioneers**. The pair is hoping to trump sales of their first book, **China CEO**, which has gone on to sell over 25,000 copies since 2006. A confident Brenda Foster, chairwoman for AmCham, said she was sure that the second book would outperform the first. **SBR**

