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# LOGISTICS

## NEWSLETTER | 18 JULY 2014

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### AIRLINES & AIRPORTS

#### [Air China and Cathay Pacific inject CNY2 billion into cargo venture](#)

Air China Cargo, a joint venture between Air China and Cathay Pacific since 2010, will see its registered capital rise 62% to CNY5.2 billion following a capital injection of CNY2 billion. Air China, which owns 51% of its cargo subsidiary, will pour in CNY1 billion in cash and other assets. Cathay's 49% stake in Air China Cargo consists of a 25% equity interest held by subsidiary Cathay Pacific China Cargo Holdings and a 24% economic interest through the returns on loans it provides to Fine Star, Air China Cargo's third shareholder. It will inject CNY500 million in cash through the former and CNY480 million in cash through Fine Star. Cathay said in an announcement to the Hong Kong stock exchange that the move would provide funds to assist Air China Cargo to adjust its fleet, reduce its operating costs and develop its cargo charter flight business with China Postal Airlines. Air China Cargo, whose principal operating bases are in Beijing and Shanghai, reported an audited net loss of CNY349 million in 2013. Andrew Orchard, Analyst at CIMB securities, said the magnitude of the capital injection was significant. "The joint venture was not doing so well. It's been loss-making since

its inception. This is a signal that Air China and Cathay are going to try to make this work out even though there have been some rumors or concerns that they would potentially shut down the operation altogether.” The joint venture has been causing losses of as much as HKD50 million per month for Cathay, the South China Morning Post reports.

## **ECONOMIC HUBS**

### **Zhangjiagang Port becomes magnet for local development**

With 127 berths and 33 Fortune 500 companies, Zhangjiagang port is becoming the growth engine of the local area. The port, in Zhangjiagang city in Jiangsu province, is built on the lower reaches of the Yangtze river. It handled 260 million tons of cargo in 2013 and has an import and export volume of 50.9 million tons. Today the port accounts for more than 60% of Zhangjiagang's total revenue. Zhangjiagang used to be one of the poorest counties in Suzhou city in Jiangsu province before it became the main port in the area and the only free trade zone in Jiangsu. Zhangjiagang's GDP reached CNY214.5 billion in 2013. One of the local businesses, the Shagang Group, is listed as a world Fortune 500 enterprise. Zhangjiagang is a relatively small city in China with a population of 1.54 million. It is the only port for importing finished automobiles in Jiangsu, with total imports and exports of 20,000 units in 2013. The port also stores and transports steel, grain, oil, coal and chemical products. It was ranked third for importing and exporting wood in China. Free trade zones and industrial parks in the city include the Zhangjiagang Free Trade Zone, the Yangtze River International Chemical Industrial Park, the Yangtze River International Metallurgy Industrial Park and the Zhangjiagang Logistic Park. Today the port has 52 container routes and maintains trading relationships with 473 port cities in 71 countries and regions, the China Daily reports.

### **Qinzhou banks on new Maritime Silk Road**

Qinzhou in the Guangxi Zhuang autonomous region has been revitalized by the central government's plan to develop the "Maritime Silk Road of the 21<sup>st</sup> Century". The port city was the starting point of the ancient Maritime Silk Road thousands of years ago. Qinzhou is a major conduit to Southeast Asia, with a national-level bonded port area and a Malaysian industrial park. "The central government should step up its funding and policy support for Qinzhou port if it really wants to boost connectivity with Southeast Asia," said Pei Yun, Deputy Director of the Port Administration Bureau. "Improving the port is the main priority for Qinzhou," Huang Lihe, an official from Qinzhou's Development and Reform Commission said. Up until a few years ago, the port could not handle more than 1 million tons. But when China began deepening its integration into the Association of Southeast Asian Nations (ASEAN), the port's handling capacity increased to 60 million tons and 600,000 standard containers last year. Qinzhou port looks forward to building more 300,000-ton berths to allow bigger ships to dock. During a visit to the city last year, Premier Li Keqiang said Qinzhou port should be handling at least 10 million TEU a year. Li pointed out that the vast hinterland of Yunnan, Guizhou and Sichuan provinces provides the port with huge growth potential. An application to build a free trade zone (FTZ) has been submitted to the central government. Qinzhou port's four overseas lines to Hong Kong, Singapore, Kaohsiung in Taiwan and Haiphong in Vietnam all opened within the past three years. A new line to Kuantan in Malaysia will open this year. With cheap land and low taxes and labor costs, Qinzhou has attracted several large state-owned petroleum enterprises, along with petrochemical industries, thermal power and papermaking enterprises from Indonesia to its port area in the past decade, the China Daily reports.

## **EXHIBITIONS**

### **Shanghai hosted large logistics exhibition**

Shanghai hosted Asia's largest logistics exhibition from June 17 to 19 at the New International Expo Center as part of its strategy to develop the local logistics industry and become an international shipping center, analysts said. Organized by Messe München International (MMI), the bi-annual exhibition, also known as transport logistic China (tIC) 2014, offered participants and visitors an inside look at the logistics industry and an opportunity to obtain the most up-to-date information about the industry chain in China. In 2014, tIC joined with Rail+Metro China to give visitors important rail-related information. Rail+Metro China made its debut in 2002 and has become an important platform for rail firms to demonstrate their technologies and achievements. Air Cargo China also continued to be an integrated part of tIC in 2014. It was the first time the three exhibitions were held together. The three shows covered logistic services, logistic property, air cargo transport, rail and road transport, ports and shipping services, logistics equipment and fresh food delivery services, which was another highlight at tIC 2014. It was the first time at tIC to have a demonstration area for fresh food delivery, providing detailed information about cold-chain equipment, delivery services, transportation equipment and information systems. Logistics expenditures in the first quarter of this year totaled CNY2.3 trillion, up 8.1% from a year ago. The sector accounted for 17.9% of

China's GDP in the same period.

## LOGISTICS INDUSTRY

### Yum! Brands expanding steps in logistics sector

More than 100 Yum! logistics vehicles travel nearly 10,000 kilometers across Beijing every day to deliver food to its restaurants. As the largest restaurant chain in the world, Yum! Brands made its debut in the distribution sector at the Third China (Beijing) International Fair for Trade and Services from May 28 to June 1. The group runs more than 40,000 restaurants in some 130 countries and regions worldwide. Yum! Brands China built a logistics center in Beijing's Tongzhou district in 2004, covering 6,700 square meters. It is the largest of its 18 logistics centers across the nation and its first world-class center. The warehouses for dry goods and frozen goods take up 28,000 sq m, where more than 2,000 categories of items are stored, ranging from meat, flour and cooking oil to cookers, paper cups and straws. The center delivers 18 million boxes of goods a year to more than 1,000 KFC, Pizza Hut, Little Sheep and Dongfang Jibai restaurants in the North China region, with a delivery range of some 1,000 km. Yum! executives said they have renewed the concept of logistics—it is no longer simply workers moving boxes, information flow is increasingly important. Orders from restaurants, customer service and delivery information are all processed and analyzed by computers. Even in the storing procedure, half of the time is used to process bills and orders.

### Chinese government makes logistics industry's growth a priority

China is stepping up its efforts to develop its logistics industry, as the government announced its goal of building a modern national logistics service system by 2020. A State Council executive meeting in June, chaired by Premier Li Keqiang, approved a plan to develop the logistics industry in the middle and long term. The move aims to lower the operational costs of logistics enterprises and improve logistics infrastructure networks, as well as to develop large-scale companies to improve the industrial chain. A total of 12 logistics issues, including services for agriculture, manufacturing, the industrial material supply chain and recycling materials, will become priorities. The government has announced it will crack down on illegal charges and regional protectionism to create a fair market environment. It also promised to ensure land supplies for building logistics service facilities such as warehouses and package sorting centers and to introduce preferential financial policies for the sector. It was also decided at the meeting of the State Council to further build up an economic belt along the Yangtze river to underpin China's sustainable economic development, the China Daily reports.

### Alibaba steps up logistics initiative

Hangzhou-based Alibaba, the leading online retail services provider in China, has unveiled a strategic cooperation pact with China Post to jointly develop a “smart” logistics network in the country. The two sides agreed to deploy resources in the areas of warehousing, processing and building a “public services platform” that integrates China Post's massive infrastructure and Alibaba's more than 10,000 service outlets in the country. Before its initial public offering (IPO) in the United States, Alibaba has launched its own shopping site there called 11 Main Marketplace, developed by U.S. subsidiaries Auctiva and Vendio. The e-commerce firm also agreed to collaborate with the government of Italy, through its Ministry of Economic Development, to foster greater trade opportunities for Italian brands in China. It marked the second trade-related pact forged by Alibaba with a foreign government, following its cooperation deal with UbiFrance and the Invest in France Agency. “Alibaba has shown that it is keen to develop a vast logistics infrastructure to support China's fast-growing online shopping market, while preparing the company for international expansion,” said Ricky Lai, Analyst at Guotai Junan International. “These developments could help increase Alibaba's valuation.” In December, Alibaba accelerated efforts to expand its logistics capabilities through its HKD1.86 billion deal to buy a stake in Goodaymart, the logistics arm of Haier Electronics. Alibaba also formed the Cainiao Network Technology consortium in May last year with various courier services providers. This enterprise plans to invest as much as CNY100 billion over five to eight years to build a country-wide logistics network. The agreement with China Post could help drive further domestic and international expansion for Alibaba. China Post's resources include 52,000 postal outlets, 40,000 Postal Savings Bank branches, 150,000 postal delivery workers, 50,000 direct-sales staff, 80,000 postal vehicles, 433 train carriages and 18 cargo aircraft, the South China Morning Post reports.

- Mall and logistics park operator China South City plans to spend HKD16 billion in the coming financial year to buy land and develop more facilities to support a partnership with e-commerce firm Tencent. Income from services developed for e-commerce should triple over the next three years, it said. The company will set aside HKD12 billion for capital expenditure and another HKD4 billion to HKD5 billion to buy land in

the 2014-2015 financial year, said Chief Financial Officer Stephen Fung.

## PORTS & SEA TRANSPORT

### Qingdao Port: Shipments unaffected by investigation

Qingdao Port International Co said that shipments from the port would not be disrupted due to an ongoing investigation in financing irregularities. The operator of the world's seventh-biggest port in terms of output said it was investigating instances of financial irregularity involving some traders. There were reports that the port had halted shipments of aluminum and copper as authorities look into whether the metals warehoused at the port have been used repeatedly as collaterals to borrow money from different banks. "We were told we can't ship any material out while they carry out the investigation," the South China Morning Post quoted a source at a trading house as saying. Metals, especially copper and iron ore, are among the commodities most commonly used as collateral to obtain loans. Up to USD160 billion of outstanding loans in China are borrowed using commodities as collateral, about 31% of the country's short-term foreign exchange loans, according to Goldman Sachs. According to a report by the Metal Bulletin, the total value of the metals involved in the investigation could be in excess of USD1 billion. Due to the scale involved, any default is likely to threaten the stability of the country's banking system, experts said. Offering evidence that it didn't halt shipments, the port of Qingdao said that 184 ships, including four big ore carriers, sailed out of the port in the three days between May 31 and June 2. The port handled a total of 125,000 TEU during the three days.

### Regulator eases red tape for marine insurance in Shanghai FTZ

The China Insurance Regulatory Commission (CIRC) is using the Shanghai free trade zone (FTZ) as a testing ground for more flexibility in marine insurance. The recent move would streamline the supervision and operation of the marine insurance business in the trade zone, according to Chen Xingyu, Shanghai-based Analyst at Phillip Securities. The regulator announced last month that insurance companies could apply for approvals for new marine insurance products from the Shanghai Institute of Marine Insurance, for the first time allowing insurers to file applications with an industry association rather than the regulator. The Institute was set up in December last year with 31 members, including insurance and shipping companies. Other measures that apply to insurers in the FTZ include allowing marine insurance centers and reinsurance companies to set up branches in the zone without prior approval, which is also no longer required for the appointment of senior executives in branches in the zone. "The move is a clear step to cutting red tape and delegating power, which is positive to the marine insurance business, as more flexibility is allowed," Chen said. Insurers were now able to freely provide customized products, which would help boost their profitability, he added. Outstanding premiums on marine insurance in Shanghai reached CNY3.3 trillion in September last year, a rise of 12.1% from the previous year, the Shanghai Bureau of the China Insurance Regulatory Commission said. The city accounted for 46% of the national market in the marine sector in October last year.

### COSCO in Piraeus shortlist

China Ocean Shipping (Group) Co (COSCO) has been shortlisted as a potential buyer to acquire a majority stake in Piraeus Port Authority, the largest port in Greece. The state-owned company will compete with four other companies, according to the Greek privatization agency Hellenic Republic Asset Development Fund (HRADF). COSCO is expected to submit its investment proposal after Athens decides what steps it wants to follow in the privatization of Piraeus and Thessaloniki. Piraeus Port is one of the largest seaports in the Mediterranean Sea basin and among the top 10 container ports in Europe. It has more than 1,500 employees and provides various services to more than 24,000 ships every year. COSCO faces stiff competition from APM Terminals and Ports America, Utilico Emerging Markets and International Container Terminal Services. Binding offers for the port are expected to be submitted by the bidders by the end of the year. Chen Yingming, Executive Vice President of the China Ports and Harbors Association, said that the shipping industry would continue to face tough times due to the stiff competition among international shipping giants. Strategies like forming alliances and offering lower shipping rates will affect the profitability of the sector in the long run, he said. COSCO Pacific, a subsidiary of COSCO Group, the fifth-largest container terminal operator in the world, has already made a substantial investment in Piraeus port. It spent €4.3 billion on a 35-year management lease for the No 2 and No 3 piers, which it has been operating since June 2010. The Chinese company invested an extra €230 million in 2013 to enhance the port's cargo handling capacity over the next seven years, including building a new pier and almost tripling the volume of cargo that the port can handle. To help its port business in Greece, COSCO has started freight shipments for Hewlett-Packard and Huawei Technologies from its terminal in Piraeus port to destinations in the Czech Republic and Hungary, the China Daily reports.



## Qingdao Port's shares drop on their debut in Hong Kong

Qingdao Port International Co's shares dropped 1.3% to HKD3.71 in their trading debut on the Hong Kong Stock Exchange, compared with their IPO price of HKD3.76, amid concern the company could be hurt by a probe into metal financing at the world's seventh-busiest port. Net proceeds from the global offering were around HKD2.49 billion. According to its prospectus, 90% of the funds raised, or HKD2.24 billion, would be used for setting up cargo handling facilities at the Dongjiakou Port Area, a part of Qingdao Port that will be able to handle 300 million metric tons of cargo every year after completion. The lukewarm response from retail investors in Hong Kong also contributed to the share price decline. Only 11.89 million shares were grabbed in the local offering, equivalent to approximately 15% of the total amount available for subscription. The rest was purchased by international buyers, the company said in an announcement. A total of 776.38 million shares were on offer initially.

## Maritime courts win trust of litigants

Chinese courts have heard an increasing number of commercial marine cases in the past three years, especially disputes involving foreign entities, according to an official with China's top court. Disputes over marine cargo, ship rentals, vessel collisions and ship construction have risen, according to Luo Dongchuan, Chief Judge of the Maritime Department at the Supreme People's Court (SPC). In 2011, Chinese maritime courts handled 8,692 cases. The figure rose to 11,224 last year. Of the 30,723 cases handled in the past three years by the 10 maritime courts, mostly located in coastal cities including Qingdao in Shandong province and Xiamen in Fujian province, 4,454 cases involved foreign litigants. Foreign-related marine cases heard by Chinese courts have involved 73 countries and regions, including Japan, the United States and Britain. Guo Ping, Professor specializing in marine cases at Dalian Maritime University in Liaoning province, said the increasing number of foreign cases is a good opportunity for Chinese maritime courts to establish judicial credibility. He Lixin, Professor of Marine Law at Xiamen University, said the high proportion of foreign-related cases also indicated that some foreign litigants have accepted Chinese trials as fair and just. China detained more than 6,000 ships, including 800 foreign vessels, from 2000 to 2013, the Supreme People's Court said. Xu Guangyu, a senior lawyer specializing in marine cases, said some foreign companies have started asking Chinese lawyers to handle their disputes after vessels are detained, which means Chinese legal credibility has improved. "But the number of lawyers or judicial staff who are able to deal with maritime disputes is still small," Xu said. Confusion about the application of foreign laws and delays in tracking judicial documents are among the major challenges facing Chinese maritime courts over international marine disputes. Sometimes cases can drag on for years, the China Daily reports.

## China vetoes P3 shipping alliance

The Chinese government announced it was blocking a proposed tie-up among global shipping firms on competition concerns. Denmark's AP Moeller-Maersk, France's CMA CGM and the Swiss MSC Mediterranean Shipping Co – the world's three biggest ocean carriers – unveiled plans for their so-called P3 Network in June last year. The aim was to use a combined fleet to cut costs on Asia-Europe, trans-Atlantic and trans-Pacific routes. But China's Ministry of Commerce (MOFCOM) said in a statement that it had decided to prohibit the alliance after conducting an anti-trust assessment. The Ministry said the alliance, had it gone ahead, would "have a far-reaching impact on the global shipping industry and cause a high level of concern in all sectors." It added that the alliance would increase the parties' "combined capacity in container shipping on Asia-Europe routes" and give them a "substantial increase in market concentration." In response to China's decision, the companies said they were giving up the plan. The alliance had already been approved by regulators in Europe and the U.S. and would have enabled the participants to reduce costs and carbon emissions. China's decision sent AP Moeller-Maersk shares tumbling the most in two years. "The decision does come as a surprise to us," Maersk Chief Executive Nils Smedegaard Andersen said in a statement from the Copenhagen-based company. "The partners have worked hard to address all the regulators' concerns." Container lines have been battling overcapacity after a boom in ship orders collided with the global financial crisis, triggering the worst slump in prices for the carriage of cargo since containerization became global in the 1970s. The companies had planned to commit 255 vessels deployed on 29 trade loops to a joint center that would have run a combined fleet independently. Maersk, which transports about 15% of all the world's containers, was slated to contribute 42% of the total, including its Triple-E class largest-ever container ships with a capacity of 18,000 boxes. The three companies have a combined 46.7% market share.

It was the first time China had blocked a proposed alliance involving solely foreign entities. "The main purpose is to protect the overseas development of domestic shipping companies," said Jiang Yuechun, Director of the Department for World Economy and Development Studies at the China Institute of International Studies. Mario Mariniello, Economist at the Brussels based think tank Bruegel and a specialist in competition policy and regulation issues, said China has so far taken an overwhelmingly supportive stance as over a five-year period Beijing cleared 97% of mergers it reviewed, while most of the rest were approved with conditions. Just

a single merger – between Coca-Cola and Chinese beverage maker Huiyuan – was blocked in 2009.

Beijing's veto is good for the logistics industry as it preserves competition among container carriers, according to Klaus-Michael Kuehne, the German billionaire who owns the world's largest sea-freight forwarder. "The infinite wisdom of the Chinese has helped to ensure that competition between the leading shipping companies will continue to exist," Kuehne said. "From the point of view of the logistics industry and our trade and industry customers, this is good news in every respect." Kuehne is the majority owner of Swiss-based Kuehne & Nagel International and also owns 28.2% of Germany's biggest container line, Hapag-Lloyd. Kuehne & Nagel has closed 40 locations at its contract-logistics unit and is trying to turn around its overland business as cost cuts helped profit to climb 12% to CHF150 million in the first three months of the year. Hapag-Lloyd's first-quarter loss widened as the takeover of Chilean rival Cia Sud Americana de Vapores (CSAV) drove up costs and freight rates remained under pressure.

### China to release its first guidebook on Arctic shipping shortcut

China will soon publish its first guide to Arctic sailing on the Northern Sea Route, a newly discovered shortcut that will help Chinese shipping companies reduce transit times between China and Europe. The guide will offer "comprehensive, practical and authoritative" information for Chinese cargo ships for sailing the Northern Sea Route, or Northeast Passage, to Europe, Zhai Jiugang, Deputy Director of the Ministry of Transport's Maritime Safety Administration, said at a news conference in Beijing. He said the guide will be released in July. The new route can save Chinese cargo ships 5,186 kilometers and nine days from the traditional voyage to Europe, which goes through the Malacca Straits and the Suez Canal, he said. The Northern Sea Route is a shipping lane officially defined by Russian legislation to run from the Atlantic Ocean to the Pacific Ocean, along the Russian Arctic coast from Murmansk on the Barents Sea, along Siberia, to the Bering Strait and the Far East. The guide elaborates on such things as the Northern Sea Route's nautical chart, sailing methods, ice-breaking providers and Arctic geography and climate, as well as laws and regulations of countries along the route, according to Wang Liangyu, Maritime Mapping Expert with the Ministry's Donghai Navigation Safety Administration. The book's publication will make China the second country after Russia to issue an Arctic voyage guide. There are three main shipping passages across the Arctic region, and the Northern Sea Route opens at the end of July for about four months. It is deemed the most economical route in the region because it has the shortest distance of 5,437 km but it was long marginalized because of ice blockage. With the effects of global warming, the route has become more accessible for ships because the ice is melting faster. A total of 46 commercial ships went through the lane last year, the China Daily reports.

### Shanghai ranks 7<sup>th</sup> on International Shipping Centers Index

Shanghai ranked seventh among international shipping centers, the Xinhua-Baltic Exchange International Shipping Centers Development Index showed. Singapore ranked No 1, followed by London and Hong Kong. The other top-10 cities in the ranking are Rotterdam, Hamburg, Dubai, Tokyo, New York and Busan. The index evaluates 46 global shipping centers by their port facilities, maritime services and overall environment. Marcus Lee, Chief Representative in China of the Baltic Exchange, said Shanghai lags in maritime services. Shanghai remained the world's busiest container port in 2013 as its throughput rose 3.3% to a record 33.6 million TEU. The index was jointly launched by CFC Holding Co, a subsidiary of Xinhua news agency, and the Baltic Exchange.

- Xu Minjie, former Vice President of COSCO Holdings, was expelled from the Communist Party of China for "serious violations of discipline and law". He took advantage of his position to falsely claim personal expenses, the Central Commission for Discipline Inspection (CCDI) said in a statement. He now faces criminal prosecution.
- 13 employees of COSCO Logistics (Shanghai) Distribution and its associated companies have been questioned over alleged corruption by the Shanghai Hongkou District Prosecutors Office in relation to 12 separate cases.

## RAIL TRANSPORT

### China studying new Silk Road rail link to Pakistan

China has allocated funds to do preliminary research on building an international railway connecting the westernmost city of Kashgar in Xinjiang with Pakistan's deep-sea Gwadar Port on the Arabian Sea, according to the Director of Xinjiang's regional Development and Reform

Commission. “The 1,800-kilometer China-Pakistan railway is planned to also pass through Pakistan's capital of Islamabad and Karachi,” Zhang Chunlin said at the two-day International Seminar on the Silk Road Economic Belt. The railway, running through the Pamir Plateau and Karakoram Mountains, will be one of the hardest to build. Control of Gwadar Port was given to China and an agreement was signed with China Overseas Ports Holding Co on May 16, 2013, to transfer operational rights from the Port Authority of Singapore. Work is also due to begin soon on the long-planned China-Kyrgyzstan-Uzbekistan railway. The region, which borders eight countries, also plans to open three new land ports to Kyrgyzstan, Kazakhstan and Russia. “We will consider opening the ports to Afghanistan and India once social stability can be ensured. After all, openness is the foundation of boosting trade,” Zhang said.



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- Large enterprises: €650

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This newsletter is realized with the support of the Federal Government of Belgium, the Flemish Government, the Walloon Government and the Government of the Brussels-Capital Region.

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