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ASIA NEWS

NEWSLETTER OF ASIACENTER

China Brand
Trade Center, CBTC
opened

Hungary Is an Attractive
Investment Target for
The Chinese

Cooperation with China
Investment Forum

New Webpage for CBTC

Haszon Academy
in CBTC

Free Wifi in AsiaCenter

Photo: Eszter Palócz, source: ELTE Confucius Institute

亚洲中心专刊

HÍRLEVÉL

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Source: ELTE Confucius Institute

Event Briefing

Hungary Is an Attractive Investment Target for The Chinese

Hungary as an attractive investment location was presented on the IV. China Brands Exhibition and Business Forum held in AsiaCenter on 24 May 2011 as well.



More and more people realize the opportunities in the trade relations with Far-Eastern countries after the strengthening of Chinese relations - one traditional program for that is China Brands Exhibition and Business Forum which intends to introduce real Chinese brands for businessmen from Hungary and Central and Eastern Europe.

A total number of 80 European participants signed up to meet the registered 25 Chinese companies and the results speak for themselves as a significant number of 159 prearranged business meetings were held by the end of the forum.

Sales Executive Director of CBTC Representative Office, *Gábor Szórád* presented AsiaCenter's brand new project: CBTC (China Brand Trade Center) which is a trade platform, a concentrated marketplace of competitive branded Chinese products and their suppliers. CBTC Budapest is a trade center hosting various business development organizations ready to estab-

lish business relations in Europe. The project aims at building trust with the promise of guaranteed continuous and homogenous quality and delivery. And also it means direct contact with producers and investors without expensive and time consuming travels, *Szórád* added.

On the event also attended Deputy Director of Department Commerce of Shaanxi Province, *Wang Guolong*, Deputy Director General

of Bureau of Commerce, Qingdao *Lou Weillie*, Economic Commercial Counselor of the Embassy of the People's Republic of China in the Republic of Hungary *Wang Honglian*, Deputy President of the Hungarian Invest-

ment and Trade Agency *Dr. György Kerekes* and Managing Director of AsiaCenter *Rudolf Riedl*. After the business forum, businessmen all over the country and from the CEE region could meet Chinese traders and its products and supply.

Conference and Consultation Opportunity on Protection of Intellectual Property in China

The Committee for Hungarian-Chinese Relations of Hungarian Chamber of Commerce and Industry organized a conference with the title 'Entrepreneurship and intellectual property protection in China' in Ybl Palace on 8th June 2011. The topic of the event was to make business on the Chinese market, its requirements and Chinese business environment as well. It was an unique opportunity for consultation with the representatives of EU organizations in Beijing who provided personalized advice on China.

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Greetings

Dear Partner,

I would dedicate you the summer edition of our newsletter. AsiaCenter had very busy months, but we already can see the benefits of our hard work: we finally opened CBTC (China Brand Trade Center) with the introduction of Zhejiang, one of China's most developed province. We hope, it will be a perfect trade platform, a concentrated marketplace of competitive branded Chinese products and their suppliers. Our new project, CBTC provides modern, high quality business environment in terms of showroom areas, offices and warehouse capacity. You can find this special project in the West Wing of AsiaCenter. CBTC is an extension of the AsiaCenter concept, to create a basis for Chinese branded commodities in Europe. Key sectors of the concept include automotive car parts, electronics and renewable energy-related products and services. I think this is the first hub of the modern silk road in the European Union.

This year, we will be the exhibition partner of the China Investment Forum at Prague-as well as participating in the Automotive and Green Day of those in Beijing. The efforts are the same for strengthening the relations between China and the CEE region. CBTC will host the next Haszon Academy organized for Hungarian SMS 's in September. This time the media publisher Haszon will deliver lecturers advising entrepreneurs about doing business in China.

We renewed our four-language CBTC website - now it contains more and better information and a user-friendly layout. And talking about internet: we offer free inter-



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net service in AsiaCenter's buildings from now on.

I wish you a successful cooperation with AsiaCenter and CBTC.

Rudolf Riedl
Managing Director



Briefing

Cooperation with China Investment Forum



China Investment Forum, which initiated cooperation with AsiaCenter and CBTC, will be organized in Prague this year as well. Two industrial days - automotive and renewable energy - will be held in China in the summer-autumn period (in August and September) with the aim of promoting the Central-Eastern-European region and cooperation between industrial players. China Investment Forum, which started last year in Prague, tries to strengthen relations between Czech Republic and also the region and China, encourage investments; EU stakeholders, businessmen and representatives of Chinese institutions attended on the conference.

New Webpage for CBTC

CBTC (China Brand Trade Center) has renewed its webpage for better information, so it has got a user-friendly layout as well. The four-language website has got information about the history of the project, its first steps, events and all the useful services what CBTC as a trade platform can offer for its wholesaler partners and visitors, such as convenient infrastructure, information desk, restaurants and cafés, banking and money exchange, language services, loading terminals, conferences and trade seminars. If interested, please visit our brand new website at www.cbtc.hu.



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Haszon Academy in CBTC

Monthly magazine Haszon asked CBTC for being an expert and providing a place for an event regarding China on 22 September 2011. Haszon magazine has a 30 thousand database of SMEs and CBTC has more than eight years experience and can ensure accumulated knowledge in the topic of the Haszon Academy.

Free Wifi in AsiaCenter

AsiaCenter provides free internet service for the visitors. We ensure one hour internet usage for the visitors of AsiaCenter at the restaurants of second floors of both buildings and on the area between the ground floor and panorama elevator.



对中国人来说，匈牙利是个有吸引力的投资目的地

2011年5月24日由亚洲中心主办的“第4届中国品牌产品商务论坛”体现了匈牙利具备有吸引力的投资目的地的特征。随着与中国经贸关系的日益加强，越来越多的人意识到与远东地区国家经贸活动中蕴藏的商机。中国品牌商务论坛是亚洲中心的传统活动，其目的是为匈牙利与中东欧商家介绍中国的优质品牌产品。



在中国保护企业知识产权

匈牙利工商会匈中分会于2011年6月8日在YBI宫举办了“在中国保护企业知识产权”的会议，全面介绍了中国投资商业环境及以开展商务活动的必备条件。

与中国投资论坛合作

由亚洲中心和中国品牌产品贸易中心参与、合作启动的“中国投资论坛”，今年将在布拉格再次举办。双方也将携手合作，在中国举办夏秋季（8-9月）两个行业投资日 - 汽车配件与新能源，目的是联合业内人士推广中东欧地区经贸发展。



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新网站

CBTC（中国品牌产品贸易中心）近期对网站进行更新，以友好、便捷的使用界面向客户提供更全面的信息。网站内以四种语言介绍了CBTC历史活动信息，近期活动预告以及提供的服务等 www.cbtc.hu

在亚洲中心免费上网

亚洲中心为访客提供免费上网服务。亚洲中心的客户在两座大楼的餐厅和二层，底层和全景电梯间区域可免费上网一小时。

中国品牌产品贸易中心为会议提供专业服务

月刊杂志《获利》希望中国品牌产品贸易中心为其在今年9月份主办的主题为中国的会议提供活动场所及专业服务。该杂志拥有一个3万中小型企业信息的数据库。中国品牌产品贸易中心凭借其8年多积累的知识和经验将对此活动的成功举办起到促进作用。



Magyarország vonzó befektetési cél a kínaiaknak

Magyarország mint vonzó befektetési célpont is bemutatkozott a IV. Kínai Márkák Üzleti Fórumán az AsiaCenterben 2011. május 24-én. A kínai kapcsolatok megerősödését követően egyre többen vannak tisztában a távol-keleti országokkal való kereskedelmi kapcsolatokban rejlő lehetőségekkel - ehhez egy hagyományos program a Kínai Márkák Üzleti Fóruma, amelynek célja, hogy valódi kínai márkákat mutassanak be magyar és közép-kelet-európai üzletemberek számára.



Szellemi tulajdonjog- védelem Kínában

A Magyar Kereskedelmi és Ipar-kamara Magyar-Kínai Tagozata „Vállalkozás és szellemi tulajdonjog- védelem Kínában” címmel konferenciát rendezett 2011. június 8-án az Ybl Palotában. A rendezvényen átfogó képet adtak a kínai piacralépéssel kapcsolatos legfontosabb követelményekről, valamint a kínai üzleti környezetről.

Együttműködés a China Investment Forummal

Idén ismét megrendezik Prágában a China Investment Forumot, amely együttműködést kezdeményezett az AsiaCenterrel és a CBTC-vel. A nyári-őszi időszakban (augusztus-szeptember) két iparági - autóipar, megújuló energia - napot rendeznek Kínában, amelynek célja a közép-kelet-európai régió népszerűsítése, valamint az iparági szereplők összefogása.



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Megújult honlap

A CBTC (China Brand Trade Center) honlapja megújult a jobb tájékoztatás és a könnyebb használhatóság érdekében. A négy nyelvű honlapon hasznos információk olvashatók a projekt történetéről, a várható eseményekről, valamint a CBTC által nyújtott szolgáltatásokról. www.cbtc.hu

Ingyenes internet az AsiaCenter épületeiben

Az AsiaCenter minden látogatójának ingyenes internetszolgáltatást biztosít. Mindkét épület második emeletén az éttermeknél, valamint a földszint és a panorámalift közötti területen napi egy óra internetezési lehetőség áll az AsiaCenter vendégeinek rendelkezésére.

A CBTC szakértője lesz egy konferenciának

A CBTC lesz a szakértője és a helyszíne a Haszon magazin által szervezett Haszon Akadémiának szeptemberben, amelynek témája Kína lesz. A magazin 30 ezres kkv-s adatbázissal rendelkezik, a CBTC pedig több mint 8 éves tapasztalattal és felhalmozott tudásával tud hozzájárulni a rendezvény sikeréhez.



Hungary là đích đầu tư hấp dẫn đối với các doanh nhân người Hoa

Hungary cũng đã được ra mắt như một đích đầu tư hấp dẫn tại Diễn đàn Doanh nghiệp Hàng hiệu Trung Quốc lần thứ 4, tổ chức tại AsiaCenter ngày 24 tháng 5 năm 2011. Sau khi những mối quan hệ với Trung Quốc được củng cố, ngày càng nhiều người ý thức được những cơ hội tiềm ẩn trong các mối quan hệ giao thương với các quốc gia vùng Viễn Đông. Để làm được điều đó, Diễn đàn Doanh nghiệp Hàng hiệu Trung Quốc là một chương trình truyền thống với mục đích giới thiệu các thương hiệu Trung Quốc thực sự cho các thương gia Hungary và trong vùng Đông - Trung Âu.



Bảo hộ sở hữu tinh thần tại Trung Quốc

Phân ban Hungary - Trung Quốc thuộc Phòng Thương mại và Công nghiệp Hungary đã tổ chức một hội thảo mang tên “Kinh doanh và bảo vệ sở hữu trí tuệ tại Trung Quốc” tại Cung Ybl vào ngày 8 tháng 6 năm 2011. Tại sự kiện này, một bức tranh tổng thể đã được phác ra về những yêu cầu quan trọng nhất liên quan tới việc gia nhập thị trường Trung Quốc, cũng như về môi trường kinh doanh tại Trung Quốc.

Hợp tác với Diễn đàn Đầu tư Trung Quốc

Trong năm nay, một lần nữa Diễn đàn Đầu tư Trung Quốc (China Investment Forum) lại được tổ chức ở Prague - diễn đàn này đề xướng hợp tác với AsiaCenter và CBTC. Trong thời kỳ hè - thu (tháng 8-9), hai ngày của hai ngành công nghiệp (công nghiệp ô tô, năng lượng tái tạo) được tổ chức ở Trung Quốc với mục đích quảng bá khu vực Đông - Trung Âu, cũng như khiến các đơn vị trong hai ngành công nghiệp này chung sức lại.



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Trang chủ được đổi mới

Trang chủ của CBTC (China Brand Trade Center - Trung tâm Hàng hiệu Trung Quốc) đã được làm mới để truyền tải thông tin tốt hơn và dễ sử dụng hơn. Trên trang chủ bằng 4 thứ tiếng này, có thể đọc những thông tin hữu ích về lịch sử dự án, về những sự kiện được dự kiến, cũng như về các dịch vụ do CBTC cung cấp.

www.cbtc.hu

Internet miễn phí trong các tòa nhà của AsiaCenter

AsiaCenter đảm bảo dịch vụ Internet miễn phí cho tất cả khách với thăm Trung Tâm. Tại tầng hai của cả hai tòa nhà, ở các tiệm ăn, cũng như tại khoảng giữa tầng trệt và thang máy phong cảnh, mỗi ngày, khách đến thăm AsiaCenter được dùng Internet miễn phí trong 1 giờ.

CBTC sẽ đóng vai trò chuyên viên của một hội thảo

CBTC sẽ là chuyên viên và địa điểm của Học viện Haszon do tạp chí “Haszon” tổ chức vào tháng 9, mà đề tài là Trung Quốc. Tạp chí “Haszon” có dữ liệu của 30 ngàn doanh nghiệp vừa và nhỏ, còn CBTC với hơn 8 năm kinh nghiệm và tri thức được tích tụ sẽ có thể góp phần cho thành công của hội thảo.



China Brand Trade Center, CBTC opened

After several years of preparations, CBTC (China Brand Trade Center) opened its gates with the 'Exhibition of Zhejiang Province Brand Products with Business Forum' in Budapest on 29 June, 2011. The centre for branded and competitive Chinese products and their manufacturers is the extension of the AsiaCenter concept, where visitors can contact Asian traders and investors directly, cost-effectively while saving time.

CBTC (China Brand Trade Center) provides an opportunity to introduce Chinese companies manufacturing high-demand products, applying developed technologies, in the Central and Eastern European region. Zhejiang, China's most developed and richest province with a population of 52 million, supports CBTC both at provincial and central government level as the only overseas project in 2011. The province located on the South-Eastern shores is an economic catalyst in China, its GDP is 379 billion USD per year. The economic man-



agement of the province created a new business model with the opening of the center, to which they are committed in the long run. This new platform is aimed at the mutual trade and investment incentives between companies.

"The foundation of this centre is a brand new concept, because Chinese manufacturers can contact their European customers directly; this is how trust evolves through communication, which is very important in China. This leads to new cooperation opportunities" – spokesperson of CBTC, *Eszter Soós*

said. "With CBTC we can provide perspectives in demand and supply as well." She emphasized that Zhejiang moving in provided the basis on which the Chinese can build a hub in CEE which will be the first step on a modern Silk Road.

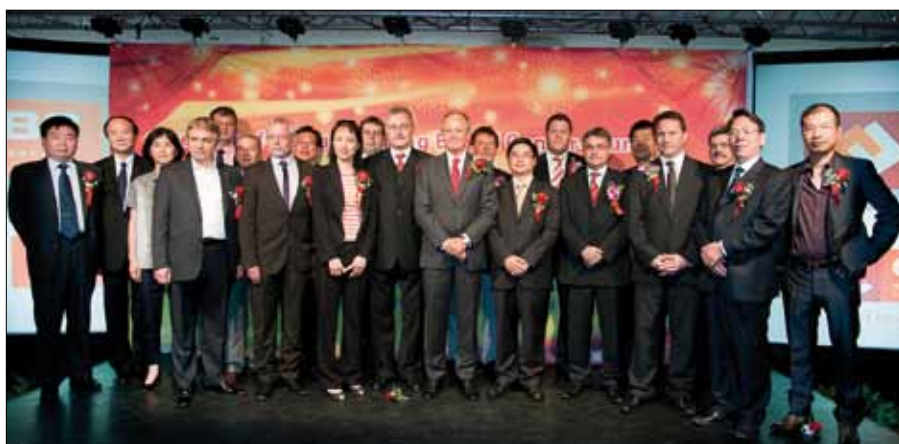
The key sectors of the CBTC concept are: automobile parts, construction materials, electronics and renewable energy related products and services. 36 companies came from Zhejiang province representing diverse industries like automotive, renewable energy, machinery, chemical industry, sport equipment and textile industry.

Opening hours in CBTC:

*Monday-Friday 10 a.m. - 6 p.m.
Saturday 10 a.m. - 4 p.m.*

Our next event:

*V. China Brand Business Forum
23-25 November 2011
www.cbtc.hu*



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