

**Q1**  
**2011**

# ASIA NEWS

NEWSLETTER OF ASIACENTER

New Office in Beijing  
and Shanghai

Chinese New Year Gala:  
East Met West  
Under the Lace Arches  
of Urania

AsiaCenter Cycles Again

New Colleague from  
China

New Colleagues in  
Shanghai

Friendly Environment  
and Increasing Number  
of Visitors in AsiaCenter

Photo: Eszter Palócz, source: ELTE Confucius Institute

亚洲中心专刊

HÍRLEVÉL

Thư tin tức



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*Cover photo: Award-winning photo made by Eszter Palócz in Dali city, Yunnan county in 2009 (displayed at 'China - through the eyes of scholarship students' photo exhibition organized by AsiaCenter).*  
Source: ELTE Confucius Institute

## Analysis

### How AsiaCenter Discovered the Importance of Better Understanding the Asian Culture

*Written by Dániel Lőrincz* - The very intense presence of the culture of AsiaCenter's potential business partners has soon made it clear that it needs to adapt multicultural management practices. During the 8 years of its operation, AsiaCenter has gradually started to integrate more and more Asian professionals into the management staff of the company. AsiaCenter has opened more and more representational offices in the target markets, and assigned more and more tasks to the native Asian experts of its staff. The European team of AsiaCenter focuses only on the concept development and the European business-to-business activities, while for delivering the sales results and networking, it relies almost exclusively on its Asian executive staff. This development of the structure is

the result of the fact that AsiaCenter have encountered a pretty large amount of challenges, problems and other difficulties. All of these had their roots in the cultural differences. Cultural differences themselves are more than enough to deal with, but things can get even more complicated if they function as an obstacle in another process, such as sales. To mention more specific examples, one of these would be the proper use and alignment to the Chinese network of personal con-

nections, the so-called 'guanxi'. The role of this is sometimes exaggerated, sometimes even mystified in the European management culture, but nevertheless it is true that its importance cannot be underestimated.

Another example could be the distortion and loss of information in the intercultural communication. Speaking of daily work with China, one is most likely using some sort of electronic channel to transfer the message. This then is decoded by one's local people as the briefing, who then start executing the task according to their best comprehension. And by delivering the feedbacks, reports or result, one will be able to see the effect of the noise in the communication, if any. In a professional working environment, this of course is minimal, but still this will always be a source of risk to effectiveness and productivity.



AsiaCenter staff have learned that constant update of their intercultural knowledge-base is very important. AsiaCenter have found that Western business practices cannot be simply adapted to do business with China.

AsiaCenter prefers relying on those experts that became trainers from researchers of Asia.

And of course, Asia is not a lesson, it is a part of a dialogue. We cannot 'learn' Asia, because Asia is developing with us, therefore we need to follow-up each other from time to time.

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## Greetings

Dear Partner,

I would dedicate you the spring edition of our brand new, extended newsletter. The cover is set with a photo made by ELTE scholarship student, Eszter Palócz in China, and will be followed by others. The photos were showed in AsiaCenter last year with great success among visitors, which is a good example of cooperation with the Confucius Institute.

AsiaCenter works in a global commercial environment, therefore knowledge of the cultural differences is one of the keys to international business success. Improving levels of cultural awareness can help us build international competencies and enable individuals to become more globally sensitive. Therefore the management of AsiaCenter continued the active support of culture and business.



We celebrated the Chinese New Year together with Confucius Institute, supported the Hungarian Cyclists' Club's event in the district XV. Our team in China moved into a new office in Beijing and Shanghai as well to get closer to our partners and clients. We extended the offices and have new colleagues in our Shanghai and Budapest office as well.

AsiaCenter organised a multicultural training for its colleagues with exchanging experiences in a multicultural environment with great success and discovering the importance of better understanding of the Asian culture.

The recent times have been really successful for AsiaCenter. The awareness and the visitor numbers increased last year significantly. 3.5 million people visited the trade centre in 2010 which is an ever best result in our 8 years operation.

In spring 2011 we celebrate our 8th birthday. According to the Chinese the number 8 is the luckiest - AsiaCenter hopes that business prospects of 2011 will also bring new business results and a lucky and successful period. The Chinese number 8 ('ba') sounds like a 'tree' which means 'wealth' and 'success'.

I wish you a successful cooperation with AsiaCenter in 2011.

**Rudolf Riedl**  
*Managing Director*

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## Briefing

### New Office in Beijing and Shanghai

To cope with the increasing number of sales inquiries, AsiaCenter moved into a new, larger office in Beijing and Shanghai. The representative offices have been customized to allow the sales team to provide exceptional service and supports to its clients. Our new address in Beijing is Rm. 803, No. 3, China View, No. 2 Gongti East Road, Chaoyang District, Beijing, 10027. Our Shanghai office can be find at Rm. 617, Huaihai China Tower 885, Renmin Road, Sanghaj, 200001. More information and news about the offices are available at the following site: [www.cbtc.hu](http://www.cbtc.hu).



## Chinese New Year Gala: East Met West Under the Lace Arches of Urania

The ELTE Confucius Institute, Tradeland and AsiaCenter organized a joint event for celebrating the Chinese New Year in the Urania National Theatre. Many Chinese guests living in Hungary and also Hungarian enquirers gathered for an exciting, yet imaginary journey all the way through China.

Students of the Peiyang Arts Group of Tianjin University managed to give a taste of China through their well choreographed performances, each telling a story from the different regions of their country. They invited the audience to participate in the experience, too. The Hungarians were given playful tasks, short lines in Chinese to memorise and repeat and one could also hear familiar melodies among traditional Chinese songs.



The night ended with a lottery, some went home with Gábor Holch's 'Everybody's Intellectual Guide - China' book, some with new mobile phones and the luckiest with a ticket from Budapest to Beijing. The grand prize was a better understanding and closer view on China, which hopefully everybody invited was able to win.

## AsiaCenter Cycles Again

The bicycle-friendly trade centre supports cycling in 2011 as well. AsiaCenter participated in the

Cycle to work's district XV event organised by the Hungarian Cyclists' Club in 11 March where the leaders of the district gave bicycle stands for the schools in the area after the joint cycling, and after that the winners of the poster and film competition invited by the local government for children were announced. Rudolf Riedl, Dániel Lőrincz and Márta Rudits of AsiaCenter cycled also with the promicients of the district.



AsiaCenter traditionally attaches great importance to the promotion of cycling. It donated mobile bicycle stands to the Hungarian-Chinese Bilingual Primary School, and the Hungarian Cyclists' Club assessed the ideal locations for bicycle stands with the help of AsiaCenter in the district XV in 2009. The trade centre opened a 'History of Bicycle Exhibition' with the assistance of the Museum of Transport, as well as free bicycle service in the parking of AsiaCenter in 2008.

## New Colleague from China

Zhang Peiyan joined AsiaCenter's marketing team in October 2010. She has very important role in the communication by her authentic knowledge of the Chinese language, culture and way of thinking. Peiyan is going to support and improve the efficiency and quality of the messages to the already existing and potential Chinese business partners.

## New Colleagues in Shanghai

CBTC (China Brand Trade Center) has expanded its operations in Shanghai and Southern China with the recruitment of two sales executives, Gábor Szórád and Jiang Guangming as of January 2011. Mr Szórád, who is joining from Big Four company KPMG, is overseeing CBTC sales operations in China in the position of sales executive director. Mr Jiang, joining as sales manager, has decades of experience working with import and export companies in China, Europe and the United States.

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## Background

### Friendly Environment and Increasing Number of Visitors in AsiaCenter

According to a marketing research made by AsiaCenter, the number of visitors were increased continuously between 2005-2010. The most visitors were recorded in December every year, an average of 20% increase. In December 2010 the number of visitors was more than 600 thousand, and 3.5 million people visited the trade centre in the whole year. AsiaCenter's differentiating values are the good quality products for reasonable prices, the wide range of goods, the friendly, nice and special environment.

The most people visiting AsiaCenter came to buy some things in the trade centre (95%), and there were many visitors (31%) as well. 70% of the goods bought were clothing and accessories. The visitors decided to come to AsiaCenter because of low prices (66%), wide range of products (65%), familiarity (52%) and the nice environment (50%). More and more people visit the website of AsiaCenter: May and December were outstanding for the number of visitors (200-250 thousand).

## 亚洲中心的友好氛围和攀升的访问量

根据亚洲中心的市场调查显示，2005年到2010年之间访问量逐年增加。商业中心的最大客流量集中在12月份（2010年达到3.5百万人次）。中心种种特色中最吸引顾客的是：产品质量好价格优，品种丰富、友好和独具特色的购物环境。

## 亚洲中心再次踏上自行车

爱好自行车的亚洲商业中心2011年继续资助自行车爱好者。中心参加了匈牙利自行车俱乐部于3月11日在15区举办的“骑车上班”活动，活动中与区政府领导一起骑车后，转交了自行车停靠器，活动上还公布了由自治政府举办的儿童广告和影片竞赛的胜出者。总经理鲁道夫·瑞德 Rudolf Riedl、市场部经理罗林 Lőrincz Dániel 和秘书长玛塔 Rudits Márta 代表亚洲中心参加了活动。

## 来自中国的新同事

2010年10月张佩燕 加入亚洲中心市场部。她懂中文，了解中国文化和思维方式，在工作中起到重要作用。张佩燕的知识将改善对已有和潜在的中国客户的服务质量和有效性。

## 春节的调味剂

罗兰大学孔子学院、Tradeland Kft 和亚洲中心在 Uránia 剧院共同举办了春节晚会。天津大学北洋艺术团为观众带来精彩的中国文化表演，除此之外举办方专设VIP酒会，并将徐佳博 Holch Gábor 写的介绍中国的《每个人的精神指引》一书推荐给大家。晚会以抽奖活动收尾，头等奖为布达佩斯-北京的往返机票，另外还有两部手机和徐佳博 Holch Gábor 的书。

## 北京和上海的新办公室

在北京和上海，亚洲中心代表处迁入新的更大的办公室。代表处在为扩大商业范围和中国品牌产品贸易中心CBTC项目的实现积极工作着。北京新办公室的地址是：北京市朝阳区工体东路乙2号中国红街大厦3号楼803，邮编：100027。上海办公室的地址是：上海市人民路885号淮海中华大厦617室，邮编：200001。更详细信息请浏览网站：[www.cbtc.hu](http://www.cbtc.hu)

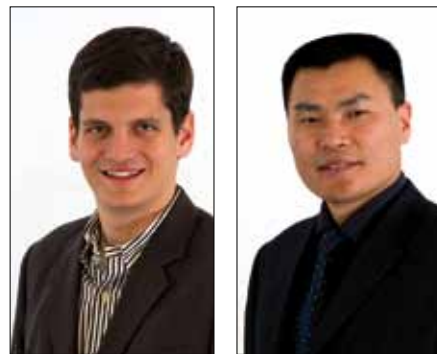


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## 上海的新同事们

中国品牌产品贸易中心CBTC项目在上海和中国南部的拓展

中，我们吸收了两名新的销售专家：索拉迪·卡博尔 Szórád Gábor 和 蒋光明 Jiang Guangming



于2011年1月起在新办公室开始工作。从KPMG来的索拉迪·卡博尔作为销售经理监督CBTC项目的销售工作。蒋光明 曾多年在中国、欧洲和美国的进出口公司做销售经理。

## 亚洲中心和多元文化

亚洲中心理念诞生后于2003年最终实现，成为中东欧最大的多元文化商贸中心，专门为亚洲企业提供场地和服务。最新的中国品牌产品贸易中心CBTC项目旨在帮助优质的中国品牌产品进入欧洲市场。中欧地区匈牙利的中国和越南侨民人数最多。亚洲中心很快就明白，一定要适应这种多元文化的管理。通过8年的经营，我们聘用越来越多有经验的亚洲专家，并在亚洲国家开办了更多的代表处。发展过程中，亚洲中心不断面对挑战，例如文化上的差别。商业中心每日要面对类似“关系”的中国私人关系体系、跨文化沟通造成的信息损失和扭曲等问题。亚洲中心认为，无法单纯地将西方商业经验套用到中国商业活动中，不断更新跨文化知识非常重要。亚洲不是一堂课，更应该是对话的一部分。



## Barátságos környezet és növekvő látogatószám az AsiaCenterben

Az AsiaCenter marketingkutatásából kiderül, hogy a 2005-2010. közötti időszakban folyamatosan nőtt a látogatók száma. A kereskedelmi központ a legtöbb látogatót minden év decemberében vonzotta (2010-ben 3,5 millió vendége volt). Az AsiaCenter megkülönböztető jegyei közé a vásárlók értékelése alapján az alábbiak tartoznak: jó minőségű áruk elérhető áron, széleskörű termékínálat, barátságos és speciális környezet.

## Az AsiaCenter újra biciklizik

A kerékpárbarát kereskedelmi központ 2011-ben is támogatja a kerékpározást. Az AsiaCenter a Magyar Kerékpárosklub szervezésében március 11-én részt vett a Bringázz a munkába XV. kerületi rendezvényén, amelyen a kerület vezetői a közös biciklizést követően kerékpártárolókat adtak át, majd az önkormányzat által gyermekeknek kiírt plakát- és filmpályázat győzteseit hirdették ki. Az AsiaCenter képviseletében Rudolf Riedl ügyvezető igazgató, Lőrincz Dániel marketingmenedzser, valamint Rudits Márta titkárságvezető kerekedett.

## Holdújévi ízelítő

Az ELTE Konfuciusz Intézete, a Tradeland Kft. és az AsiaCenter közösen rendezte meg Holdújévi ünnepeit az Uránia Nemzeti Filmszínházban. A közönséget a Tianjin Egyetem Peiyang Művészegyüttese ismertette meg a kínai kultúrával és nyelvvél, a szervezők emellett a VIP-vendégeknek fogadással és Holch Gábor Mindenki szellemi kalauza - Kína című könyvével kedveskedtek. A gálaműsor tombolával zárult, amelynek főnyereménye egy

Budapest-Peking retúrjegy volt, de gazdára talál még két mobiltelefon, valamint Holch Gábor könyve is.

## Új iroda Pekingben és Sanghajban

Az AsiaCenter új, nagyobb irodába költözött Pekingben és Sanghajban. A képviselői irodák az üzleti tevékenység bővítésén, valamint a CBTC (China Brand Trade Center)



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projekt megvalósításán dolgoznak. Az új cím Pekingben: Rm.803, No.3, China View, No.2 Gongti East Road, Chaoyang District, Peking, 10027. A sanghaji iroda elérhetősége: Rm. 617, Huaihai China Tower 885, Renmin Road, Sanghaj, 200001. További információk a [www.cbtc.hu](http://www.cbtc.hu) oldalon találhatóak.

## Új munkatársak Sanghajban

A CBTC (China Brand Trade Center) Sanghajban és Dél-Kínában bővítette tevékenységét két új értékesítési szakember felvételével. Szórád Gábor és Jiang Guangming 2011 januárjától dolgoznak az új irodában. A KPMG-től érkezett Szórád Gábor értékesítési igazgatóként felügyeli a CBTC értékesítési tevékenységét. Jiang Guangming értékesítési menedzser Kínában, Európában és az USA-ban dolgozott import- és exportvállalatoknál több évtizeden keresztül.

## Kínából érkezett új munkatárs

Zhang Peiyan 2010 októberében csatlakozott az AsiaCenter marketingcsapatához. Nagyon fontos szerepe van a kommunikációban, mivel ismeri a kínai nyelvet, kultúrát és gondolkodást. Peiyan ismeretei a meglévő és potenciális kínai üz-



leti partnereknek szóló üzenetek minőségét és hatékonyságát javítják.

## Az AsiaCenter és a multikulturalizmus

Az AsiaCenter 2003-as létrejöttékor Közép-Kelet-Európa egyik legnagyobb multikulturális és kereskedelmi központjának számított ázsiai vonatkozásban. A legújabb projektje, a CBTC (China Brand Trade Center) minőségi kínai márkás termékek számára nyújt európai kereskedelmi platformot. A közép-kelet európai régióban hazánkban él a legnagyobb számú távol-keleti közösség, ezért az AsiaCenter számára hamar világhosszá vált a multikulturális menedzsment-gyakorlatok alkalmazásának fontossága.

A központ eddigi, nyolcéves működése során egyre több ázsiai szakembert alkalmazott és egyre több képviselői irodát nyitott ázsiai országokban. A fejlődés útját azonban kihívások szegélyezik, és ezek nagyrészt kulturális különbségekből adódnak. E kihívások közé tartozik például az úgynevezett guanxi, a kínai személyes kapcsolatok rendszere, valamint az interkulturális kommunikációra jellemző információvesztés és -torzulás, mint a hatékony együttműködés csapdái.

Az AsiaCenter tapasztalatai szerint a nyugati üzleti gyakorlatot nem lehet egyszerűen átültetni az ázsiai viszonyokra. Ázsiát nem lehet megtanulni: nem egy lecke, hanem egy párbeszéd része, hiszen egy dinamikusan fejlődő változó területről van szó. Fontos a folyamatos tanulás, a tapasztalatszerzés, az interkulturális tudásbázis frissítése, mivel ezek nélkül nem lehet egy ilyen sokszínű, összetett kultúrát megérteni.

## Môi trường thân thiện và lượng khách gia tăng tại AsiaCenter

Nghiên cứu tiếp thị của AsiaCenter cho thấy trong thời gian 2005-2011, lượng khách tới Trung Tâm tăng liên tục và đạt mức cao nhất vào tháng 12 hàng năm (trong năm 2010, AsiaCenter đã đón 3,5 triệu lượt khách). Theo đánh giá của khách hàng, những đặc điểm nổi bật của AsiaCenter là hàng hóa chất lượng tốt được bán với giá cả phải chăng, chủng loại phong phú, môi trường thân thiện và đặc biệt.

## AsiaCenter lại ủng hộ người đi xe đạp

Vốn thân thiện với người đi xe đạp, trong năm 2011, trung tâm thương mại AsiaCenter vẫn ủng hộ việc sử dụng phương tiện giao thông này. Ngày 11 tháng 3, AsiaCenter đã tham gia hoạt động mang tên „Hãy đi xe đạp!” do CLB Những người đi xe đạp Hungary tổ chức tại Quận XV – trong dịp này, sau khi cùng nhau đạp xe, lãnh đạo Quận đã trao những giá để xe đạp, rồi công bố danh sách những người thắng cuộc trong cuộc thi thiết kế áp-phích và dựng phim dành cho thiếu nhi, do Chính quyền Tự quản Quận tổ chức. Đại diện cho AsiaCenter, ông Rudolf Riedl (giám đốc điều hành), ông Lőrincz Dániel (giám đốc tiếp thị) và bà Rudits Márta (người đứng đầu Ban Thư ký) đã tham gia đạp xe trong dịp này.

## Mừng tết Nguyên đán

Học viện Không Tử trực thuộc Đại học Tổng hợp Budapest (ELTE), Công ty Tradeland Kft. và AsiaCenter đã đồng tổ chức lễ hội mừng tết Nguyên đán tại Rạp phim Quốc gia Uránia. Cử tọa có dịp làm quen với văn hóa và ngôn ngữ Trung Quốc qua buổi biểu diễn của Đoàn Nghệ thuật Bắc Phương (Đại học Thiên

Tân); cạnh đó, Ban tổ chức còn chiêu đãi các vị khách VIP và tặng họ cuốn sách „Trung Quốc - Cẩm nang tinh thần dành cho mọi người” của tác giả Holch Gábor. Chương trình Gala kết thúc với tiết mục rút thăm có thưởng, với giải chính là một vé khứ hồi chặng Budapest - Bắc Kinh, và các giải phụ là hai chiếc điện thoại di động và cuốn sách của Holch Gábor.

## Cộng sự mới đến từ Trung Quốc

Chị Zhang Peiyan gia nhập đội ngũ các nhân viên tiếp thị của AsiaCenter vào tháng 10 năm 2010. Người cộng sự mới này có vai trò rất quan trọng trong công việc truyền thông, vì chị hiểu rõ văn hóa, ngôn ngữ và cách tư duy của Trung Quốc. Những hiểu biết của chị góp phần tăng cường chất lượng và hiệu quả của những thông điệp dành cho các đối tác thương mại Trung Quốc hiện tại và trong tương lai.

## AsiaCenter và nền văn hóa đa dạng

Sau khi ý tưởng về sự hình thành của AsiaCenter được ra đời, từ năm 2003, Trung Tâm đã trở thành một trong những trung tâm thương mại với nền văn hóa đa dạng lớn nhất trong vùng Đông – Trung Âu, có quan

hệ công việc với các doanh nghiệp Châu Á. Đề án mới nhất của Trung Tâm là Trung tâm Hàng hiệu Trung Quốc (CBTC - China Brand Trade Center) có chức năng hỗ trợ các sản phẩm thương hiệu chất lượng tốt của Trung Quốc tại thị trường Châu Âu. Trong khu vực Trung Âu, Hungary là quốc gia có nhiều công dân Trung Quốc và Việt Nam nhất. AsiaCenter ý thức được rằng cần thích ứng với cách điều hành đa văn hóa. Trong quá trình hoạt động 8 năm qua, Trung Tâm ngày càng sử dụng nhiều chuyên viên Châu Á và ngày càng mở thêm nhiều văn phòng đại diện tại các quốc gia Châu Á. Như kết quả của sự phát triển này, AsiaCenter cần phải trực diện liên tục với những thử thách, không chỉ hướng tới những khác biệt văn hóa. Hàng ngày, trung tâm thương mại phải đối mặt với những vấn đề như cái gọi là guanxi - hệ thống các mối quan hệ cá nhân của Trung Quốc -, cũng như sự mất mát và xuyên tạc thông tin đặc trưng trong truyền thông đa văn hóa. Theo ý kiến của AsiaCenter, không thể dịch chuyển một cách đơn thuần thực tiễn thương mại Phương Tây sang cách Trung Quốc, và điều quan trọng là phải cập nhật hóa vốn tri thức nền văn hóa đa dạng. Châu Á không phải là một bài học, mà đúng hơn, là một phần của cuộc đối thoại.





## Business meetings in 2011

AsiaCenter frequently organizes Far East delegation meetings and business appointments, where we warmly welcome our partners and clients. Please see the CBTC website for details: [www.cbtc.hu](http://www.cbtc.hu).

Our next event:

4th China Brand Business Forum

24 May 2011

## Üzleti találkozók 2011-ben is

Az AsiaCenter rendszeresen fogad távol-keleti delegációkat és szervez üzleti találkozót, amelyre szeretettel várjuk partnereinket és az érdeklődőket.

Részletek a CBTC (China Brand Trade Center) honlapján található: [www.cbtc.hu](http://www.cbtc.hu).

Következő eseményünk:

4. Kínai Márkák Üzleti Fóruma

2011. május 24.