



SHANGHAI
FOREIGN INVESTMENT
ASSOCIATION
上海市外商投資協會



上海市外商投资协会月度工作简报

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MONTHLY REPORT

安波福亚太区总裁杨晓明先生等4名会员企业外籍高管获“白玉兰荣誉奖”，黄峰会长参加颁授仪式

2021年“白玉兰荣誉奖”颁授仪式于1月24日在市政府举行。上海市市长龚正为获奖者颁授证章、证书。协会会长黄峰参加仪式。

10位“白玉兰荣誉奖”获奖者中，安波福亚太区总裁杨晓明先生由协会推荐上报。除此之外，还有3名协会会员企业外籍高管获此殊荣，他们是默克医药健康全球执行副总裁周虹女士，上海药明巨诺生物科技有限公司董事长、首席执行官李怡平先生，索尼（中国）有限公司董事长、总裁高桥洋先生。（图1）

协会召开2021年度工作总结会

为了总结2021年协会工作，展望2022年，协会分别于1月19日和1月28日召开了2021年度工作总结会。

协会秘书处各部门、协会附属全资子公司——上海外商投资咨询有限公司和汽车分会、商业工作委员会、医药健康分会、外企志愿服务联盟及人力资源经理俱乐部负责人分别汇报了2021年工作总结和2022年工作计划。会议由协会副会长兼秘书长刘生主持，监事会代表上海实业马利画材有限公司销售部副经理支卫参加了会议。会上，协会领导对2021年度优秀部门、优秀分会、优秀员工、优秀联络员分别进行了表彰。

人事财务部获评优秀部门；外企志愿服务联盟获评优秀分会；季晓蓓、唐雅雯、邹妍琪、马蓝获评优秀员工；梅亮、张琳、朱菁获评优秀联络员。（图2）



图1

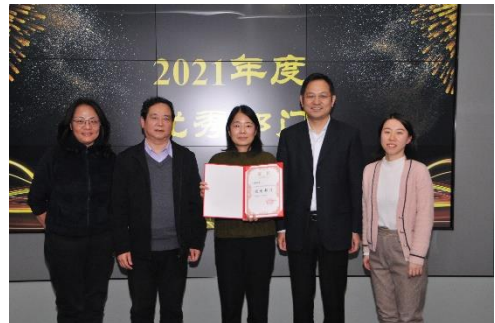


图2

协会组织五家外商投资企业参加市消保委第三次消费者权益保护外企圆桌会议

1月13日，上海市消费者权益保护委员会召开第三次消费者权益保护外企圆桌会议，市消保委主任方惠萍，市消保委秘书长、市市场监管局二级巡视员陶爱莲，市知识产权局副局长余晨，市市场监管局、市卫健委、市消保委相关负责人，市外商投资协会常务副秘书长李洁，金拱门（中国）有限公司、艾尔建医疗器械（上海）有限公司、康宝莱（中国）保健品有限公司、开云投资管理集团有限公司、古驰（中国）贸易有限公司等外商投资企业代表参会，会议由市市场监管局一级巡视员胡浩主持。

会上，参会企业代表围绕消费投诉中的新情况新问题、知识产权保护、消费者教育、可持续原材料的标准及医美市场规范等方面提出了问题和建议。市消保委、市市场监管局、市知识产权局、市卫健委立足各自职能一一予以回应，市外商投资协会也就共推高效治理、形成共建合力、实现发展共赢进行了座谈交流。（图3）

协会与东浩兰生上海外服（集团）举行战略合作签约仪式

1月19日，协会与东浩兰生上海外服（集团）有限公司战略合作签约仪式在外服大厦举行。

协会副会长兼秘书长刘生与上海外服集团总裁高亚平代表双方签署了战略合作协议。东浩兰生集团董事长曹炜，东浩兰生集团总裁、上海外服集团董事长李栋，协会会长黄峰，常务副秘书长李洁，副秘书长兼会员部主任麻伟锋等共同见证了签约仪式。

此次签约，双方就联合办好外企人力资源分会、共享资源优势、互惠互利共同发展等达成共识。双方将形成定期会晤及日常工作机制，共同商讨合作的具体事宜，推动战略合作伙伴关系不断发展和深化。（图4）



图3



图4

协会赴云南省怒江州泸水市访问，支持乡村教育和青少年发展

为了协助会员企业参与乡村振兴，支持乡村教育和青少年发展，1月5日至7日，协会会长黄峰和部分会员企业赴云南省怒江傈僳族自治州泸水市进行访问。访问团一行先后到怒江新城新时代中学、老窝镇中学、泸水市民族中学、古登乡中学等学校实地了解各学校、师生情况及存在的困难。通过此次走访，协会了解了泸水学校及师生所需。

近期，协会将召开专题介绍会，与会员企业讨论支持方案，为泸水乡村教育振兴及青少年发展贡献一份力量。对此项目感兴趣的会员，欢迎和协会联系。

协会动态

1月6日-7日

协会举办了《专业销售谈判技巧》培训，邀请业内资深讲师介绍了销售人员在与客户谈判过程中的技巧，包括了基于原则性谈判策略的工具、互补利益、独立标准及BATNA，让学员知晓如何了解客户利益，如何提出可行方案及如何达成协议等内容。课程中，讲师让学员分成两组进行沙盘模拟，应用所学到的谈判知识和技巧。

1月11日

上海市国际友城工作会议在上海展览中心举行。协会副会长刘生参加。

1月12日

上海市政府召开新闻通气会，介绍最新发布的《上海市外商投资项目核准和备案管理办法》相关情况。协会会长黄峰出席并进行交流发言。

1月14日

协会举办了《2021年终盘点-把脉劳动法律情势，前瞻用工管理趋势》培训，邀请到了劳动法专家为学员们介绍了安全生产、双减、三孩、数据安全、合规经营、核心价值观、人力资源服务等一系列热点主题，并与学员分享了一些典型的实操案例，例如亿元商业秘密侵权案、百万竞业限制案等。

1月14日

医药健康工作委员会年终会在苏州工业园区召开，秘书长程杭雨对2021年分会工作进行了回顾和总结，黄峰会长参会。

1月17-18日

协会举办了《区域全面经济伙伴关系协定》（RCEP）深度解读与外贸新业态下新模式业务操作培训，邀请到了上海对外经贸大学副教授为学员们介绍了RCEP的主要框架和内容，分享了外贸风险防控、买卖合同条款分析与进出口业务实操及双循环”经济发展新格局政策解读、外贸新业态新模式等。

1月18日

亚萨合莱集团上海新办公室启用典礼隆重举行。协会会长黄峰出席。

1月20日

协会举办了GA系列第七讲《风险管理和危机应对的系统方法》和第八讲《国际商务环境下的跨文化沟通》。

《风险管理和危机应对的系统方法》课程中，讲师为学员分享了风险管理危机应对中的整体性、系统性、动态性鸟瞰企业风险和危机管理的四个维度及企业危机应对实操方法。《国际商务环境下的跨文化沟通》课程中，讲师向企业管理人员讲授了国家文化主义VS多元文化之球这一重点内容，和学员们探讨了在不同维度、不同场景下的跨文化沟通策略。课程结束后，协会会长黄峰还为完成GA系列所有课程的学员颁发了结业证书。（图5）

1月21日

上海市志愿服务公益基金会召开第二届理事会第三次会议。协会会长黄峰参加。

1月23日

协会联合会员企业爱齐科技举办了2022年首场MFM活动—暖冬爱牙家庭日活动。来自因美纳、渣打银行、赛默飞世尔、福特汽车、康宝莱、联拓生物、日邮物流、博泽汽车等13家会员企业的近50名员工及其家属参加了本次活动。通过打卡7关轻松有趣的小游戏，孩子们学习了正确的刷牙方法和口腔保健知识，并体验了牙医职业的乐趣。牙科专家还为孩子和家长进行了免费的检查与咨询。

1月26日

黄浦区举行“福佑黄浦、与日俱新”日资企业迎春茶叙会。协会会长黄峰出席。



图5



图6

1月26日

协会会长黄峰赴市政府合作交流办拜访潘晓岗副主任。双方就协会将参与东西部协作支持云南乡村教育和青少年发展项目进行了交流。

1月27日

上海外企志愿服务联盟联合上海市志愿者协会、上海市志愿服务公益基金会、黄浦区志愿者协会，在黄浦区新时代文明实践中心举办了系列活动的启动仪式。协会会长黄峰，市文明办志愿服务工作处处长、市志愿者协会秘书长俞伟，市志愿服务公益基金会副理事长袁筱英，以及来自安利、欧莱雅、三得利、星巴克、瑞安、百威、太古等多家外企志愿服务联盟的志愿者代表与数十位环卫工人欢聚一堂，写春联、画福字、剪窗花，包水饺，一起感受年传统味，一同迎接新春的到来。随后，志愿者们又赶到人民广场，为正在作业的环卫工人带去刚写好的春联和“福”字、精心准备的年货礼盒，以及手工水饺，并向他们表示感谢和慰问。（图6）

会员交流

1月6日，协会副会长刘生走访了上海弘佳工具有限公司，公司执行董事长易建军接待并介绍了企业转型情况，目前该司正着力将上海工厂转型改建为洽谈和产品展示中心。

1月10日，大金（中国）投资有限公司上海分公司徐沙林副部长来访。协会常务副秘书长李洁接待并进行交流。

1月12日，宜家（中国）投资有限公司企业传播及公共事务副总裁霍若琳拜访协会。协会常务副秘书长李洁接待并进行交流。

1月13日，协会会长黄峰走访上汽集团，与汽车分会周祺副会长和周骋超秘书长进行交流。

1月18日，协会会长黄峰一行走访3M中国研发中心，公司副总裁杨彤女士接待，并陪同参观了研发中心，了解3M的研发成果。

1月21日，协会黄峰会长走访香港怡和（中国）有限公司上海代表处，双方就进一步加强合作进行交流。

1月26日，协会会长黄峰走访上海专利商标事务有限公司，与副总经理范征等进行交流。

1月28日，协会会长黄峰走访上海蓝白律师事务所，与首席合伙人陆胤等进行交流。

1月28日，上海香港三联书店有限公司总经理助理沈晓来访协会，与常务副秘书长李洁就加强双方合作进行交流。

走访企业名单（11家）：

- 上海专利商标事务有限公司
- 上海蓝白律师事务所
- 香港怡和（中国）有限公司上海代表处
- 3M中国有限公司
- 宜家（中国）投资有限公司
- 上汽集团
- 博世（中国）投资有限公司
- 亚萨合莱（中国）投资有限公司
- 上海弘佳工具有限公司
- 大金（中国）投资有限公司上海分公司
- 上海香港三联书店有限公司

1月新入会企业4家，本年度累计新入会企业4家。

利洁时（中国）投资有限公司上海分公司

利洁时是一家使命担当和奋斗目标驱动的企业，在世界各地有43,000多位来自不同文化、才华横溢的员工。利洁时旗下拥有众多深受消费者信赖的知名品牌，涵盖卫生、健康和营养三大品类，其中包括：杜蕾斯/Durex、滴露/Dettol、薇婷/Veet、澳乐家/Aerogard等。

科握（上海）企业管理咨询有限公司

科握(上海)企业管理咨询有限公司成立于2017年。当时许多西方品牌在中国的社媒发展才刚刚起步，为了帮助这些企业驾驭语言不通的新市场，科握帮助品牌将内容翻译并发布到中国社交媒体平台上，比如微博和人人网。随着中国社交媒体格局的复杂化，挑战也越来越大，科握致力于创建用户体验最好的SaaS平台，帮助用户管理多个社媒账户、创作内容、分析用户数据，让用户的工作更加便捷。目前，科握支持微信、微博、抖音和快手，也会连通更多平台。

海恩斯莫里斯（上海）商业有限公司

H&M Hennes & Mauritz AB (publ) 于1947年创办于瑞典并在斯德哥尔摩纳斯达克股票交易所上市。作为全球知名的时装零售公司，H&M致力于为顾客以可持续的方式和优惠的价格提供时尚与品质。H&M集团旗下拥有多个品牌，包括 H&M、COS、Monki、Weekday、&Other Stories、H&M HOME、ARKET及Afound。目前，H&M集团在54个市场开设网上商店，并于75个市场（包括特许经营市场）开设近4,800间门店。2021财年，H&M集团净销售额为1,990亿瑞典克朗。

2006年，集团旗下的H&M品牌在上海设立了海恩斯莫里斯（上海）商业有限公司，并于2007年在上海淮海中路开设了第一家门店，标志着H&M正式进入中国市场，如今已在140个城市拥有约420家门店。2014年，H&M开展了中国的线上业务，从官方网站到入驻电商平台，H&M在中国的业务取得了快速发展。目前，H&M大中华区分另在香港、台湾、北京、上海、广州等20多个城市/地区设有办公室，员工总数超过12,000名。

泰尔茂（中国）投资有限公司

泰尔茂株式会社（以下简称泰尔茂）于1921年在日本东京，由北里柴三郎博士为首的医生们发起创立，主营心脑血管用高值耗材，一般医疗用耗材，血液相关设备等。全球销售额约370亿人民币。

自上世纪80年代，泰尔茂凭借着世界领先的技术及品质过硬的产品进入中国市场，先后在杭州、威海、北京设立3家生产型企业；在北京设有投资性公司。在上海，台北，香港设有贸易公司。同时在沈阳，济南，西安，武汉，杭州，成都，广州等地设立了分支机构。如今泰尔茂在中华区雇员超过3500名，年销售额约30亿人民币。

HIGHLIGHTS

Foreign executives from 4 member enterprises, including Yang Xiaoming, President of Aptiv APAC, received Shanghai's Magnolia Gold Award, with SHFIA Chairman Huang Feng present at the awarding ceremony

On Jan. 24, the awarding ceremony of the 2021 Magnolia Gold Award was held at the Shanghai Municipal People's Government. Shanghai Mayor Gong Zheng presented medals and certificates to the award recipients, and Huang Feng, Chairman of SHFIA, was present at the ceremony.

Among the 10 recipients of the 2021 Magnolia Gold Award, Yang Xiaoming, President of Aptiv Asia Pacific, was nominated by SHFIA. In addition to Yang, foreign executives from three SHFIA member enterprises also received the honor, namely Ms. Hong Chow, Global Executive VP of Merck Healthcare, Mr. Yiping James Li, Chairman and CEO of JW Therapeutics (Shanghai) Co., Ltd., and Mr. Hiroshi Takahashi, Chairman of Sony (China) Co., Ltd. (Image 1)

SHFIA held 2021 Annual Meeting

To sum up SHFIA's work in 2021 and plan for a better 2022, the association held two sessions of its 2021 Annual Meeting on Jan. 19 and Jan. 28.

Chiefs from all division of the Association Secretariat, the association's wholly-owned subsidiary – Shanghai Foreign Investment Consulting Co., Ltd., and the association's Automotive Branch, Commerce Committee, Healthcare Committee, FIE Volunteer Alliance and Human Resources Club presented their work summaries for 2021 as well as work plans for 2022. The annual meeting was presided by Liu Sheng, Vice Chairman and Secretary-General of SHFIA, and attended by Zhi Wei, Deputy Manager of the Sales Department at Shanghai SIIC Marie Painting Materials Co., Ltd., on behalf of the Supervisory Board. Also at the meeting, the association leadership commended outstanding division, outstanding branch, outstanding employees and outstanding liaison officers of 2021.

The HR and Finance Division was named Outstanding Division of 2021; the FIE Volunteer Alliance was named Outstanding Branch; Ji Xiaobei, Tang Yawen, Zou Yanqi and Ma Lan were named Outstanding Employees; and Mei Liang, Zhang Lin and Zhu Jing were named Outstanding Liaison Officers. (Image 2)



Image 1



Image 2

SHFIA organized five enterprises to attend 3rd SCC roundtable meeting on protection of consumer rights and interests

On Jan. 13, the Shanghai Consumer Council (SCC) held the third roundtable meeting for foreign-invested enterprises on the protection of consumer rights and interests. Those attending the meeting included Fang Huiping, Director of SCC, Tao Ailian, Secretary-General of SCC and Second-Grade Counselor of the Shanghai Municipal Administration for Market Regulation (SMAMR), Yu Chen, Deputy Director of the Shanghai Intellectual Property Administration (SIPA),

and relevant officials from SMAMR, SCC and the Shanghai Health Commission (SHC). Jessica Li, Executive Deputy Secretary-General of SHFIA, and representatives from five enterprises – McDonald's, Allergan, Herbalife, Kering and Gucci – were also present at the meeting, which was presided by Hu Hao, First-Grade Counselor of SMAMR.

Enterprise representatives raised questions and suggestions on new developments and new challenges in consumer complaints, IPR protection, consumer education, standards on sustainable raw materials and standards on aesthetic medicine. Officials from SCC, SAMAR, SIPA and SHC responded to each question based on their respective expertise, while SHFIA hosted discussions and exchanges on jointly promoting efficient governance, forming government-business synergies, and achieving win-win development. (Image 3)

SHFIA and Donghao Lansheng Shanghai Foreign Service (Group) held signing ceremony for strategic partnership agreement

On Jan. 19, the signing ceremony of the strategic partnership agreement between SHFIA and Donghao Lansheng Shanghai Foreign Service (Group) Co., Ltd. was held at the FSG Plaza.

Liu Sheng, Vice Chairman and Secretary-General of SHFIA, and Gao Yaping, President of Shanghai Foreign Service Group, signed the strategic partnership agreement on behalf of both sides. VIPs witnessing the signing ceremony included Cao Wei, Chairman of Donghao Lansheng Group, Li Dong, President of Donghao Lansheng Group and Chairman of Shanghai Foreign Service Group, Huang Feng, Chairman of SHFIA, Jessica Li, Executive Deputy Secretary-General of SHFIA, and Ma Weifeng, Deputy Secretary-General and Director of Membership Division of SHFIA.

With the partnership, both sides reached a consensus on jointly running the FIE Human Resources Branch, sharing resources and advantages, and seeking mutual benefits and common development. The two sides will also launch regular meetings and daily working mechanisms to jointly explore concrete partnership issues and promote the continuous development and deepening of the partnership. (Image 4)



Image 3



Image 4

SHFIA visited Lushui City, Nujiang Prefecture, Yunnan Province to support rural education and youth development

To help member enterprises contribute to rural revitalization and support rural education and youth development, Huang Feng, Chairman of SHFIA, joined representatives from member enterprises in visiting Lushui City, Nujiang Lisu Autonomous Prefecture, Yunnan Province from Jan. 5 to 7. The delegation went to local schools including Nujiang New Town New Era Middle School, Laowo Town

Middle School, Lushui Minzu Middle School, and Gudeng Township Middle School to learn about the situation of each school, their teachers and students, and existing difficulties. Through the visit, the association gained insights into the needs of schools, teachers and students in Lushui.

In the near future, the association will hold a special introduction meeting to discuss support plans with member enterprises, in order to contribute to the revitalization of Lushui's rural education and youth development. Member enterprises interested in the project are welcome to contact SHFIA.

SHFIA EVENTS

Jan. 6-7

SHFIA held a training session titled "Professional Sales Negotiation Skills", inviting a senior industry insider to lecture on skills of customer engagement during the negotiation process. Topics covered included tools based on principled negotiation strategies, complementary interests, independent standards and BATNA. It helped trainees master how to understand customer interests, how to propose feasible solutions, and how to arrive at agreements. At the session, the lecturer divided the trainees into two groups for a sand table simulation, offering them an opportunity to apply the negotiation knowledge and skills that were just learned.

Jan. 11

The Shanghai International Sister Cities Work Conference was held at the Shanghai Exhibition Center. Liu Sheng, Vice Chairman of SHFIA, was present.

Jan. 12

The Shanghai Municipal People's Government held a news briefing to introduce the newly-released Procedures of Shanghai Municipality on the Administration of Approval and Filing of the Projects with Foreign Investment. Huang Feng, Chairman of SHFIA, was present at the briefing for exchanges and speeches.

Jan. 14

SHFIA held a training session titled "2021 End-of-Year Review – Identifying Development of Labor Law and Forecasting Trends of Employment Management". The session invited a labor law expert to introduce the trainees to a series of hot topics such as production safety, double reduction (of education burden), three-child policy, data security, compliance management, core values, and HR services. The expert also shared some typical cases with the trainees, such as a case of trade secret infringement worth RMB 100 million, and a case of competition restriction worth RMB 1 million.

Jan. 14

The annual meeting of the Healthcare Committee was also held at Suzhou Industrial Park, where Secretary-General Cheng Hangyu reviewed and summarized the branch's work in 2021. Chairman Huang Feng was present at the meeting.

Jan. 17-18

SHFIA held a training session to provide in-depth interpretation of the "Regional Comprehensive Economic Partnership" (RCEP) and new business operations under the new foreign trade landscape. An associate professor from Shanghai University of International Business and Economics was invited to introduce the

trainees to the main framework and content of RCEP. In addition, the lecturer also focused on topics such as prevention and control of foreign trade risks, analysis of the terms of sales contracts, and practice of import and export business, and offered interpretations of policies under the new “Dual Circulation” development pattern, new formats and new models of foreign trade, and business practices.

Jan. 18

ASSA ABLOY AB held a grand celebration for the opening of its new Shanghai office, and Huang Feng, Chairman of SHFIA, was invited to attend the ceremony.

Jan. 20

SHFIA held the seventh lecture of the GA series titled "Systematic Approach to Risk Management and Crisis Response" and the eighth lecture titled "Cross-Cultural Communication in an International Business Environment".

During the session on "Systematic Approach to Risk Management and Crisis Response", the lecturer shared the four dimensions of corporate risk and crisis management – holism, systematism, dynamism, and bird's-eye view. The session also touched on practical methods for corporate crisis response.

During the session on "Cross-Cultural Communication in an International Business Environment", the lecturer highlighted the topic of “National Culturalism VS Multiculturalism”, and discussed cross-cultural communication strategies in different dimensions and scenarios with attending business managers. After the lecture, Huang Feng, Chairman of SHFIA, presented Certificates of Completion to trainees who attended all lectures of the GA series. (Image 5)

Jan. 21

The Shanghai Public Service Foundation for Volunteers held the third meeting of the 2nd Board of Directors, and Huang Feng, Chairman of SHFIA, was present.

Jan. 23

SHFIA joined hands with member enterprise Align Technology to host the first MFM event in 2022 – “Love Your Teeth Family Day”. Nearly 50 employees and their families from 13 member enterprises including Illumina, Standard Chartered, Thermo Fisher, Ford, Herbalife, LianBio, Yusen Logistics, and Brose participated in the event. By completing seven fun-packed mini games, child participants learned the correct tooth-brushing skills and oral health knowledge, and experienced the fun of being a dentist. Dental specialists also conducted free examinations and consultations for children and parents.

Jan. 26

Huangpu District held a tea party for Japanese enterprises ahead of the Chinese New Year holiday. Huang Feng, Chairman of SHFIA, was invited to attend.

Jan. 26

Huang Feng, Chairman of SHFIA, paid a visit to the Office for Cooperation and Exchange Affairs of the Shanghai Municipal People's Government to meet Deputy Director Pan Xiaogang. The two sides exchanged views on the association's participation in the East-West collaboration to support rural education and youth development projects in Yunnan Province.

Jan. 27

The Shanghai FIE Volunteer Alliance joined hands with the Shanghai Volunteer Association (SVA), the Shanghai Public Service Foundation for Volunteers (SPSFV), and the Huangpu District Volunteer Association (HDVA) to host the launching ceremony of a series of activities at the Huangpu District Center for New Era Civilized Practices. Huang Feng, Chairman of SHFIA, Yu Wei, Director of the

Volunteer Service Office of the Shanghai Municipal Civilization Office and Secretary-General of SVA, Yuan Xiaoying, Vice Chairman of SPSFV, and FIE Volunteer Alliance representatives from Amway, L'Oréal, Suntory, Starbucks, Shui On Land, Budweiser, and Swire gathered for a celebration party with dozens of street cleaners. They wrote Spring Festival couplets, drew blessing characters, cut window decorations, and made Chinese dumplings, together experiencing the traditional atmosphere of the Spring Festival and welcoming the arrival of the Chinese New Year. Afterwards, the volunteers headed to the People's Square to present newly-written Spring Festival couplets and blessing characters, carefully-prepared gift boxes, and handmade Chinese dumplings to street cleaners who were still working, as a way of expressing their gratitude and best wishes. (Image 6)



Image 5



Image 6

CONNECTING WITH MEMBER ENTERPRISES

On Jan. 6, Liu Sheng, Vice Chairman of SHFIA, visited Shanghai Everise Tools Industrial Co., Ltd., where he was received by Executive Chairman Yi Jianjun. Sharing the company's ongoing business transformation, Yi said that Everise is now focusing on transforming its Shanghai factory into a center for business negotiation and product display. .

On Jan. 10, Xu Shalin, Vice Chief of Daikin (China) Investment Co., Ltd.'s Shanghai branch visited SHFIA, where he was received by Executive Deputy Secretary-General Jessica Li for exchanges.

On Jan. 12, Karolina Horoszczyk, VP Corporate Communications and Public Affairs of Ikea China visited SHFIA, where she was received by Executive Deputy Secretary-General Jessica Li for exchanges.

On Jan. 13, Huang Feng, Chairman of SHFIA, visited SAIC Motor, where he exchanged ideas with Zhou Qi, Vice Chairman of SHFIA's Automotive Branch, and Zhou Chengchao, Secretary-General of the branch.

On Jan. 18, Huang Feng, Chairman of SHFIA, visited 3M China R&D Center, where he was received by Yang Tong, VP of 3M China. Yang also took Huang for a tour of the R&D Center to learn about the company's R&D achievements.

On Jan. 21, Huang Feng, Chairman of SHFIA, visited the Shanghai representative office of Hong Kong Jardine Matheson (China) Limited, where the two sides exchanged ideas on how to further strengthen business cooperation.

on Jan. 26, Huang Feng, Chairman of SHFIA, visited Shanghai Patent & Trademark Law Office, LLC, and exchanged ideas with Vice GM Fan Zheng.

On Jan. 28, Huang Feng, Chairman of SHFIA, visited Shanghai Lanbai Law Firm and exchanged ideas with Chief Partner Lu Yin.

On Jan. 28, Shen Xiao, Assistant to GM of Shanghai Hong Kong Joint Publishing Co., Ltd., visited SHFIA, where he exchanged ideas with Executive Deputy Secretary-General Jessica Li on strengthening mutual cooperation.

List of Enterprises Visited (11):

- Shanghai Patent & Trademark Law Office, LLC
- Shanghai Lanbai Law Firm
- Shanghai Representative Office of Hong Kong Jardine Matheson (China) Limited
- 3M China Co., Ltd.
- Bosch (China) Investment Co., Ltd.
- ASSA ABLOY (China) Investment Co., Ltd.
- Shanghai Everise Tools Industrial Co., Ltd.
- Daikin Air-Conditioning (Shanghai) Co., Ltd.
- IKEA (China) Investment Co., Ltd.
- Shanghai Hongkong Joint Publishing Co., Ltd.
- SAIC Motor

NEW MEMBERS

In January, SHFIA welcomed 4 new members, and so far in 2022, 4 new enterprises have joined the association.

Reckitt Benckiser (China) Investment Co., Ltd. Shanghai Branch

A company driven by mission and led by purpose, Reckitt owns a diverse global team of more than 43,000 colleagues. It is behind some of the world's most recognizable and trusted consumer brands in hygiene, health and nutrition, including Durex, Dettol, Veet, and Aerogard.

KAWO (Shanghai) Enterprise Management Consulting Co., Ltd.

KAWO (Shanghai) Enterprise Management Consulting Co., Ltd. was launched in 2017. Back then, many Western brands had just started expanding their social media presence into China. To help these enterprises navigate the new market that speaks a completely different language, the first version of KAWO was built to help Western brands translate their contents into Chinese and publish on Chinese social media platforms like Sina Weibo and RenRen. With the Chinese social media landscape becoming more complex, so are the challenges. Now, more than ever, brands and marketers need to work smarter. By building out refined content editing, approval, scheduling and reporting functions, KAWO brings teams together to eliminate the chaos. Today, KAWO supports WeChat, Weibo, Douyin and Kuaishou, with more social platforms being added soon.

H&M Hennes & Mauritz (Shanghai) Commercial Co., Ltd.

H&M Hennes & Mauritz AB (publ) was founded in Sweden in 1947 and is quoted on

Nasdaq Stockholm. H&M's business idea is to offer fashion and quality at the best price in a sustainable way. In addition to H&M, the group includes the brands COS, Monki, Weekday, & Other Stories, H&M HOME and ARKET as well as Afound. The H&M group has 54 online markets and approximately 4,800 stores in 75 markets including franchise markets. In 2021, net sales were SEK 199 billion.

In 2006, the group's H&M brand established H&M Hennes & Mauritz (Shanghai) Commercial Co., Ltd. in Shanghai, and opened its first store on Middle Huaihai Road in 2007, marking the official entry of H&M into the Chinese market. At present, H&M runs about 420 stores in 140 Chinese cities. In 2014, H&M launched its online retail business in China: from starting its own official website to entering e-commerce platforms, H&M has witnessed rapid business development in China. Currently, H&M Greater China has offices in more than 20 Chinese cities and regions, including Hong Kong, Taiwan, Beijing, Shanghai, and Guangzhou, hiring more than 12,000 employees.

Terumo (China) Investment Co., Ltd.

In 1921, Terumo Corporation was founded in Tokyo, Japan by several scientists and doctors, including Dr. Shibasaburo Kitasato, to produce high-value consumables for cardiovascular and cerebrovascular use, general medical consumables, and blood-related devices. The company now has a global sales revenue of about RMB 37 billion.

Since the 1980s, Terumo has been operating in the Chinese market with its world-leading technologies and high-quality products. It has successively established three production-oriented enterprises in Hangzhou, Weihai, and Beijing, as well as an investment company in Beijing. It has also set up trading companies in Shanghai, Taipei and Hong Kong. At the same time, Terumo owns branches in Chinese cities including Shenyang, Jinan, Xi'an, Wuhan, Hangzhou, Chengdu, and Guangzhou. Today, Terumo hires more than 3,500 employees in China, with an annual sales of about RMB 3 billion yuan.



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