

F B C S

Finnish Business Council Shanghai

Report of Activities for the 2009-10 Term

**to be presented at the FBCS Annual General Meeting
on April 1st 2010**

**Prepared by Secretary of the board, Mr. Oskar Helling
Shanghai March, 2010**

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Finnish Business Council Shanghai (FBCS)

www.fbc.fi

Secretary of the board Mr. Oskar Helling, Tel: +86-139 1861 0405, E-Mail: oskar@startupshanghai.com

Mission and Purpose

The primary mission of the Finnish Business Council Shanghai, FBCS, is to provide its members with quality assured information and a forum to network with other likeminded individuals in order to share experiences and avoiding repeating of common mistakes.

In order to fulfill this mission the FBCS arranges regular seminars, maintains a website, publishes a membership newsletter, organizes social events, and participates in joint projects with other Finnish or Nordic organizations.

Membership

In general terms, the FBCS is open to all Finnish companies, Finns, or employees of Finnish companies. However, as it sometimes can be hard to determine the origin or nationality of a company the rule-work has simplified: Any company with a significant connection to Finland will be accepted as a member, regardless of where it is registered. For instance a China based company with significant business to Finland or with Finnish companies. Along similar lines, any individual with a significant relation to Finland may be accepted as a member, for instance a Chinese national who has lived in Finland for a longer period of time. In all cases the Board will have the final say about membership.

During 2009 the secretary deemed the quality of the FBCS membership catalog not to be of high enough quality to be distributed or sold. Therefore all attempts to maintain this list have been abandoned. Rather, efforts have been invested in maintaining a high quality e-mailing list. The FBCS list currently encompasses little over 200 companies.

FBCS has not charged a membership fee for the year 2009.

The Board

The FBCS is governed by an executive board elected by the annual general meeting. On April 24th, 2009 the AGM elected the following board:

- Mr. Tero Kosonen – Chairman, MPS China
- Mr. Jaakko Eskola, Wärtsilä, Shanghai
- Mr. Markku Hyvärinen, Shueco, Shanghai
- Mr. Juha Kuikka
- Mr. Mikko Nykänen, KONE, Shanghai
- Mr. Pertti Salminen, UPM Kymmene, Shanghai
- Mr. Jukka Silander, Technion, Suzhou
- Mr. Wangqiu Song, Stora Enso, Shanghai
- Mr. Nalle Stenman - Vice chairman, Metso Paper (China) Co.,Ltd, Asia-Pacific
- Mrs. Liisa Veijalainen - Treasurer, Handelsbanken, Shanghai

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- Ms. Minna Vilkkuna, Cargotec, Shanghai

During the year Mr. Juha Kuikka has resigned from the board as he has re-located to Finland.

Mr. Oskar Helling has acted as secretary to the board. The 2009-2010 board has convened 6 times.

A number of public sector actors have regularly been invited as guests to the board meetings. These are:

- Mr. Matti Heimonen, Consul General for Finland in Shanghai
- Mr. Lauri Pullola, Deputy Consul General for Finland in Shanghai
- Mr. Jaani Heinonen, Head of TEKES in Shanghai, Director of FinNode China.
- Mr. Mauri Francke, Head of FinPro Shanghai

In addition FBCS has an executive working group consisting of the Chairman, the Vice-Chairman, the Treasurer and the Secretary. The task of the work-group is to handle operational issues, prepare board meetings, and act as a liaison with external parties. The working group has convened numerous times during the term.

Events

FBCS arranged 14 events during the term. In addition to own events, FBCS co-organized, or in some other way assisted in organizing 11 other events for its members during the 2009-2010 term.

An invitation to all FBCS members was extended to all of these events either via e-mail or via a notice on the website. Detailed summary below.

April 22nd - **EXPO Ground breaking and Cocktail**

Guests: 200

April 24th - **FBCS Coctail event with diplomatic comments**

Speakers: Ambassador Kuosmanen, Consul General of Guangdong Hannu Toivola

Guests: 56

May 1st - **Finland @ Expo 2010 1 year countdown party**

May 7th – **FBCS Luncheon seminar**

Speaker: Mr. Pekka Mykkänen, Washington D.C. correspondent of Helsingin Sanomat

Topic: The first 100 days of Obama - discussion about the political and economic landscape in the United States.

Guests: 27

May 7th **FBCS & Shanghai Finns' get together - Lahti Symphony Orchestra with Okko Kamu**

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May 17th **FBCS Family Go-Carting**

Guests: 29

May 26th **Fudan University Nordic centre evening Seminar**

Topic: Is the world recession a blessing for China?

Speaker: Professor Zhou Dunren Fudan university

Guests: 95

June 2nd **Joint Nordic R&D workshop**

Guests: 87

June 5th, **FBCS Visit to Metso Jiading factory and foundry**

Guests: 36

June 12th **FBCS Golf Tournament**

Guests: 34 players

June 18th **Interchamber summer mixer**

[July – August Summer break]

September 18th **FBCS Luncheon seminar**

Speaker: Mr. Dane Chamorro, Control Risks Ltd.

Topic: Managing Fraud and Integrity Risks

Guests: 32

October 16th **Nordic Golf tournament**

Guests: 39 players

October 23rd **Joint Nordic breakfast event**

Topic: Upwards and onwards for China in 2010, or the beginning of the end?

Speaker: Stephen Green, Head of Research, Standard Chartered Bank (China Ltd)

Guests: 60

October 30th - **EXPO 2010 dinner seminar Expo 2010 Shanghai: Finnish business cases**

Guests: roughly 93

November 9th – **Joint Nordic evening seminar**

Topic: From Mao to materialism – Chinese consumer behavior

Presenter: Dr. Pia Polsa, Hanken, visiting researcher at Fudan university

Guests: 105

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November 20th **FBCS visit to Vacon factories in Suzou, Dinner event, Sightseeing**

Guests: 31

December 6th - **Independence Day reception**

Guests: 225

December 15th **FBCS Christmas lunch & seminar**

Topic: The sun is rising from the east - the relocation of a Divisional Head Office to Shanghai -
Case Wärtsilä

Presenter: Jaakko Eskola, Group Vice President, Wärtsilä Ship Power

Guests: 37

January 20th **FBCS Breakfast seminar**

Topic: Imbalances - in China and the global economy

Speaker Dr. Knut Anton Mork, Chief Economist, Handelsbanken Norway

Guests: 36

January 29th **FBCS Luncheon debate with the Foreign Affairs Committee of the Finnish Parliament**

Guests: 44

February 5th – **FBCS Luncheon seminar**

Topic: Cultural intelligence in China

Speaker: Minna Vilkkuna

Guests: 31

March 5th **FBCS Luncheon Seminar**

Topic: A Strong Finnish presence in Eastern China - how to benefit from it?

Speakers: Matti Heimonen & Jaani Heinonen

Guests: 36

March 9th – **Joint Nordic Breakfast**

Topic: How to manage a successful business in China

Speaker: Johan Björkstén, founder, Eastwei Relations

March 10th - **Interchamber Spring Mixer**

Other events

During the term FBCS has had representation at the following events or meetings.

April 24th - **KKK-meeting (Kiinan Kaupan Koordinointi Kokous) Shanghai**

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Chairman Tero Kosonen, Secretary Oskar Helling participated in the meeting

September 4th Interchamber marketing meeting, Shanghai

Secretary Oskar Helling participated in the meeting

September 29th Charity School opening ceremonies in Guanghan City, Sichuan

Secretary Oskar Helling represented both the project as well as the Finnish Business councils of China.

November 4th - FBCS presentation to members of the Shanghai Finns' association

Chairman Tero Kosonen held a presentation for the Shanghai Finns' Association regarding the business culture in China.

November 13th – Finland day at Fudan University

Chairman Tero Kosonen spoke to Fudan students during the visit of Finland's minister of Education.

November 26-27 KKK-meeting in Hong Kong

Chairman Tero Kosonen participated in the meeting

March 7-8 KKK-meeting in Guangdong

Vice Chairman Nalle Stenman participated in the meeting

FBCS Publications

Website www.fbc.fi

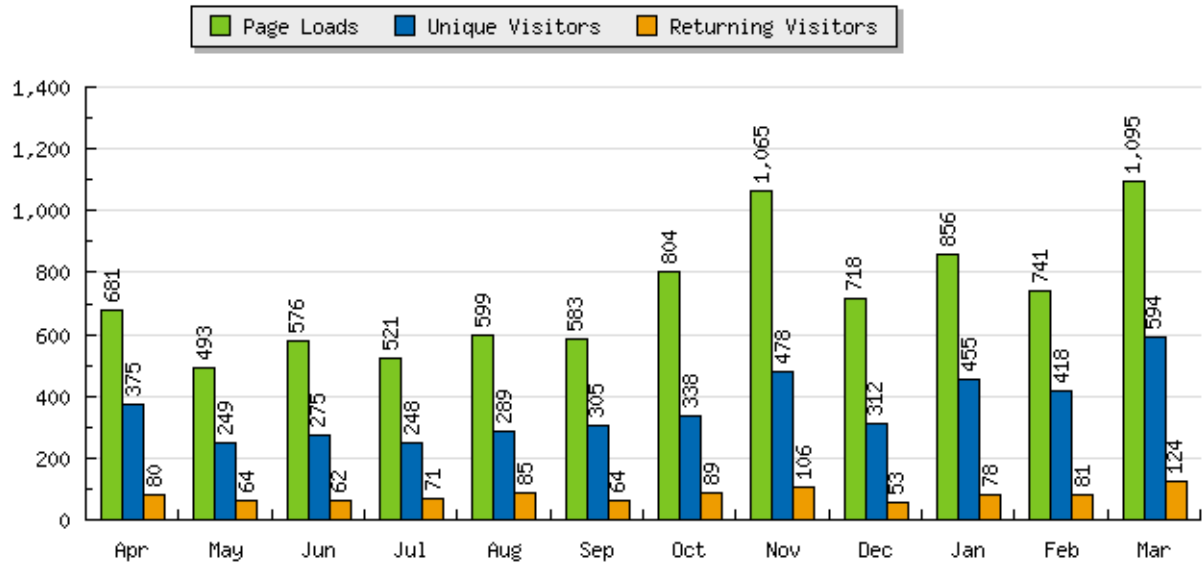
FBCS maintains a website to publish event information, articles and relevant documents for its members. The website contains an archive of all issues of the FinnBiz newsletter, as well as the bylaws and the covenants of FBCS. Further, the website lists the current board and has a registration form for new members. The FBCS website is sponsored by the Shanghai Finns' Association.

Summary statistics on web site usage can be found in the chart and tables below. Note that March 2010 statistics are read on March 8th 2010.

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Graph: Monthly web usage statistics for the past 12 month period.

Table: Summary statistics of web usage, Apr 1st '09 – March 30th '10

	Page Loads	Unique Visitors	First Time Visitors	Returning Visitors
Total	8,732	4,336	3,379	957
Average per month	728	361	282	80

The FinnBiz newsletter

FinnBiz is a 12 page newsletter distributed among the members of the Finnish business community in China. The newsletter is printed in 1200 copies. The newsletter, technically published only for the members of the Shanghai Business Council, is now also being distributed to the members of the Beijing and Guangzhou Business Councils, as well as to the Embassy and Consulates General in China. FinnBiz is also available at the FinPro and Tekes offices, and at the Finnair lounge in Shanghai. PDF versions of the current and past issues are available on the web: www.fbcs.fi

FinnBiz is published with the kind support of its sponsors. FBCS wishes to thank the following sponsors for the past year: MPS, Helkama Bica, Stora Enso, Rutgers Executive EMBA, Martin Bencher International, Elomatic, Lemcon, Cargotec, Metso, Prime Cargo/Beweship, Finland @ EXPO 2010, Symbio.

FBCS is in deep gratitude to Finnair, who has sponsored every single issue in the history of the publication.

The paper for FinnBiz is sponsored by Stora Enso.

The advertisement rates for FinnBiz are as follows:

- Outside back cover (A4) 7500
- Inside full page (A4) 6500
- Half page (A5) 3700

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The cover pages of FinnBiz issues published during the past 15 months.

PDF versions of all FinnBiz newsletters can be downloaded at www.fbcshanghai.com/finnbiz.php

Corporate Social Responsibility

FBCS participated in the Finnish Charity School project with a donation, as well as by providing infrastructure and networking services. The Finnish Charity School project wishes to extend a special thanks to the following FBCS member organizations:

Pöyry, Stora Enso, Metso, Finnair Cargo, Finnair, UPM Kymmene, Kemira Chemicals (Shanghai), Tikkurila Oy, Wärtsilä Corporation, ABB, Lappset Oy, Nordea Bank, Shanghai Branch, TM System Finland Oy, STX Europe- Shanghai, Helkama Bica (Shanghai) Co., MPS China Management Consulting Co., Chempolis Oy, Beneq, Auramarine Asia Ltd., Martin Bencher Group, Cargotec China, FinChi Innovation Center., Alteams Group, Mylab Oy, and Greater Helsinki Promotion.

A special recognition goes to the Consul General of Finland in Shanghai, Mr. Matti Heimonen and Mr. Jaani Heinonen, head of TEKES Shanghai for their critical work in promoting the project both among Finnish Companies as well as among the public sector in Finland.

The FinnCham Project

The FinnCham project started with a joint council meeting in Shanghai in January 2008. During the spring 2008 the annual general meetings of the business councils in Beijing, Shanghai, and Guangdong approved the initiative.

As any kind of organizational registration in China the rule work is often confusing and contradicting – so also with the regulation regarding registering Chambers of Commerce’s. The process is not helped by the fact that FinnCham is probably the first chamber of commerce during the past decade that is filing for registration.

An acting board has been appointed to drive the preparations for the Chamber of Commerce. The board consists of members of all participating business councils. Representatives are from Beijing Pasi Vainionpää and Mikko Harju; from Guangdong Mike Tavast; from Shanghai Tero Kosonen, Liisa

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Veijalainen and Oskar Helling. Richard Järvinen from Beijing is leading the board as chairman. Once the chamber has been set-up, the first annual general meeting will elect the actual board for the chamber of commerce.

While waiting for formal approval the acting board is preparing the infrastructure for the organization. Examples of this work are formulation of bylaws, surveys of member companies, web presence, information strategy, etc. Once the chamber has been formed, the current business councils will continue as branches to the organization and be in charge of organizing local activities – very much as today.

The registration process has been long and difficult. However the acting board has reason to believe that the Chamber might be approved during the second half of 2010.

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