

# **F B C S**

**Finnish Business Council Shanghai**

**Report of Activities for the 2010-11 Term**

**To be presented at the FBCS Annual General Meeting  
on March 31<sup>st</sup>, 2011**

**Prepared by Secretary of the board, Mr. Oskar Helling  
Shanghai March 29<sup>th</sup>, 2011**

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## 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 Finnish national living in China. In all cases the Board will have the final say about membership.

During 2009-term the board had deemed that the current level of services and further development of FBCS was impossible on a 100% volunteer basis. Therefore in 2010 FBCS instated membership fees for the first time in it's history. During 2010 the FBCS membership fee was RMB 2000 for companies, and RMB 500 for individuals.

During the term 79 companies and 10 individuals have been accepted to become members. FBCS has 4 honorary members.

Summary info of FBCS corporate members:

62 companies (78%) located in Shanghai  
13 companies (16%) located in Suzhou  
3 companies (4%) located elsewhere in China  
1 company (1%) located outside of China

57 companies (72%) have less than 100 employees in China  
22 companies (28%) have more than 100 employees in China

The FBCS emailing list currently encompasses little over 200 companies – both members, and non-members.

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## The Board

The FBCS is governed by an executive board elected by the annual general meeting. On April 1<sup>st</sup>, 2010 the AGM elected the following board:

- Mr. Tero Kosonen – Chairman, MPS China
- Mr. Jaakko Eskola, Wärtsilä, Shanghai
- Mr. Tomas Forsgård, Kemira
- Mr. Oskar Helling
- Mr. Markku Hyvärinen, Shueco, 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
- Ms. Minna Vilkuna, Cargotec, Shanghai

During the year Mr. Tomas Forsgård has resigned from the board as he has re-located to Finland. Also, Ms. Minna Vilkuna has resigned from the board as she located to Australia.

Mr. Oskar Helling has acted as secretary to the board. The 2010-2011 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, Director of FinNode China.
- Mr. Jarmo Heinonen, Head of TEKES in Shanghai.
- 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 16 events during the term. In addition to own events, FBCS co-organized, or in some other way assisted in organizing 4 other events for its members during the term.

Where applicable, an invitation to join the events was extended to all FBCS members either via e-mail or via a notice on the website. Detailed summary below.

April 26<sup>th</sup> - **EXPO and Kirnu Sneak preview**

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Guests: 45

May 20<sup>th</sup> – **FBCS visit to Aalto-Tongji Design Factory**

Guests: 33

June 4<sup>th</sup> **FBCS visit to UPM Changshu Mill**

Guests: 37

June 17<sup>th</sup> **FBCS Dinner seminar on the future of the EURO**

Guests: 23

[July – August Summer break]

September 14<sup>th</sup> **Luncheon seminar and Q&A with Minister Häkämies**

Guests: 40

September 17<sup>th</sup> **Joint FBC evening event in Kirnu**

Guests: 47

October 14<sup>th</sup> **Sino-Finland Finance Forum**

Guests: 117

October 28<sup>th</sup> **Online Communication Immersion Workshop** (in Chinese)

Guests: 48

November 18<sup>th</sup> – **Joint Nordic R&D Seminar**

Guests: 97

November 23<sup>rd</sup> **FBCS Luncheon Seminar with Economist Tiina Helenius**

Guests: 23

November 26<sup>th</sup> **FBCS visit to SIP and L-Fashion factory in Suzhou, Dinner event**

Guests: 32

December 12<sup>th</sup> **FBCS Luncheon Seminar with former Ambassador Pasi Rutanen**

Guests: 26

December 4<sup>th</sup> - **Independence Day reception**

Guests: 231

January 25<sup>th</sup> **FBCS Luncheon seminar: State and Trade Secrets in China**

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Guests: 33

February 19 **Launching of FBCS Young Professionals network**

Guests: ca 40

February 24<sup>th</sup> **Joint Nordic HR Workshop and Panel Discussion**

Guests: 97

March 16<sup>th</sup> **FBCS Luncheon Seminar: Operational Risks in China**

Guests: 26

March 16<sup>th</sup> - **Interchamber Spring Mixer**

March 19<sup>th</sup> – **FBCS Young Professionals Get together and Seminar at ATDF**

Guests: ca 40

March 31<sup>st</sup> – **Joint event with Swedish Chamber: SEB Chief Economist on the Global Economy**

March 31<sup>st</sup> – **FBCS Annual General Meeting**

### ***Other events***

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

May 2<sup>nd</sup>- **Briefing to Minister Pekkarinen**

FBCS representative: Chairman

May 5<sup>th</sup>- **Panel Discussion with Greater Helsinki Municipal Leaders**

FBCS representatives: Chairman & 3 board members

May 28<sup>th</sup> **Briefing to President of Finland, Mrs. Halonen**

FBCS representatives: Chairman & Secretary

August 25<sup>th</sup> **Estonian EXPO event**

FBCS speaker: Mr. Jaani Heinonen

September 9th, **Dinner reception with Central Chamber of Commerce representatives**

October 31<sup>st</sup> **Briefing to Prime Minister Kiviniemi**

FBCS representative: Chairman

November 8<sup>th</sup> - **KKK-meeting (Kiinan Kaupan Koordinointi Kokous) Beijing**

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Chairman Tero Kosonen, Secretary Oskar Helling participated in the meeting

November 16<sup>th</sup> – **Shanghai InterChamber Charimen’s, Presidents’ and Executive Directors’ Dinner**

Chairman Tero Kosonen, Secretary Oskar Helling participated in the meeting

March 21<sup>st</sup> - **KKK-meeting (Kiinan Kaupan Koordinointi Kokous) Shanghai**

Chairman Tero Kosonen, Treasurer Liisa Veijalainen participated in the meeting

In addition, during the term the Chairman, Treasurer and Secretary have participated in 8 telephone conferences for the organizing committee of the Finnish Chamber of Commerce in China.

## FBCS Publications

### Website [www.fbc.fi](http://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 2011 statistics are read on March 28<sup>th</sup> 2011.

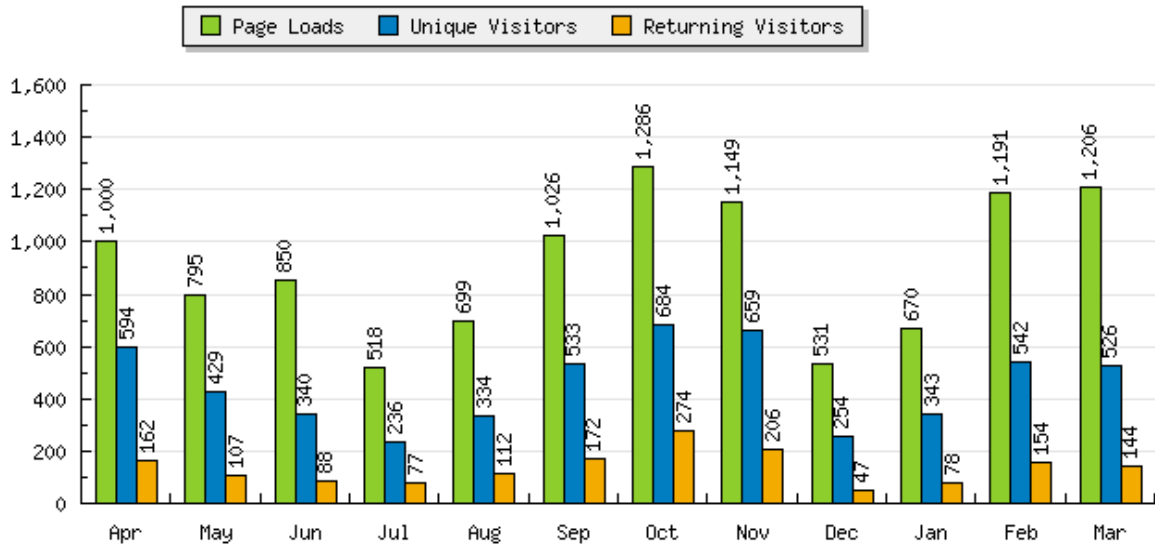


Chart: Monthly web usage statistics for the past 12 month period.

Table: Summary statistics of web usage, Apr 1<sup>st</sup> '10 – March 27<sup>th</sup> '11. There is an increase in web traffic of 10%-40% compared to the previous year.

	Page Loads	Unique Visitors	First Time Visitors	Returning Visitors
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<b>Total</b>	<b>10,921</b>	<b>5,474</b>	<b>3,853</b>	<b>1,621</b>
Average per month	910	456	321	135

### ***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.fbc.fi](http://www.fbc.fi)

FinnBiz is published with the kind support of its sponsors. FBCS wishes to thank the following sponsors for the past year: AAC Global, Teknikum, FSP, Wasa Logistics, IIF & Finnvera, Kemira, Finnair.

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



*The cover pages of the last four FinnBiz issues published.*

PDF versions of all FinnBiz newsletters can be downloaded at [www.fbc.fi/finnbiz.php](http://www.fbc.fi/finnbiz.php)

### **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.

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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 organizing committee has been appointed to drive the preparations for the Chamber of Commerce. The committee 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 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 a board for the chamber of commerce.

While waiting for approval the committee 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 and Chinese authorities seem to be very unwilling to grant any new Chambers in China. Currently the committee cannot estimate when – or even IF – a Finnish Chamber of Commerce will be established in China.

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