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Doing business in good company.



GERMAN CENTRE
FOR INDUSTRY AND TRADE

BEIJING

Your opportunities are as diverse as the country

China beckons with its consistently high rates of growth and the many opportunities that have arisen in the wake of its modernisation. As an internationally active German company, you would like to profit from this and are thus seeking the ideal location. We at the German Centre Beijing are looking forward to your visit. We offer you more than just office space and conference rooms. Our Business Centre and numerous service providers will assist you in building up and expanding your business in China. In direct proximity to about 100 German enterprises and at the numerous events, exchanging information and sharing experiences is so simple that you will rapidly gain access to networks.

Dynamic growth market

With a population of 1.3 billion, China is one of the most important markets of all. Its increasing interconnectivity with the growth regions of Asia and many countries rich in raw materials, its high currency reserves, and its trade surpluses illustrate the continuously growing influence of China on international market activity. While exports used to be China's growth engine, today the focus is on increasing domestic demand.

China has a need for large infrastructure projects, renewable energy sources, environmental protection, and medical technology, and Germany is in demand as a partner with expertise in these areas. Over 5,000 German enterprises, including more and more small and medium-sized ones, are already active in the Chinese market; nearly 700 of them are located in Beijing.

The German Centre Beijing is a location in the worldwide network of German Centres. The German Centres unite the strengths of German business under one roof. They are supported by umbrella organisations of German business as well as federal and state ministries.





With about 9,500 sqm the German Centre Beijing offers offices from 12 sqm, a Business Centre, events, and service providers for your entering the market and quickly accessing networks.



Your gateway to China.

At the heart of the German community

Whoever works foreign markets knows that a permanent presence and access to networks are essential for long-term success. This is especially true for China, where personal contacts and networks play a vital role in business life.

Beijing is the ideal location for getting started in China, especially for doing business in the country's northeast. All provinces may be reached quickly with direct flights. Beijing, the capital city, is where the political and economic foundations are laid and international trade fairs and congresses are held. The density of training centres and universities makes searching for qualified personnel easier.

The German Centre is located in Chaoyang District at the heart of the German com-

munity in Beijing. The German Embassy, the Lufthansa Center, and the German school, as well as hotels, restaurants, shopping centres, and residential areas are in the immediate vicinity. Because the German Centre is conveniently located, the city centre and international airport may be reached quickly.

Practical support

Since 1999, we have assisted small and medium-sized businesses in getting started in China. Companies with a small budget can start with small, professional-looking offices. With an address at the German Centre, the image "Made in Germany" can be convincingly conveyed to the local market. Our Business Centre supports your day-to-day business through a package of services and with conference rooms.

Other services are provided through the German Chamber of Commerce (AHK China), the representative office of Landesbank Baden-Württemberg (LBBW), Germany Trade and Invest (GTAI), TÜV, legal advisors, management and HR consultants, company pools, transport and logistics firms, IT service providers, and the Southern German Bakery with free WLAN Internet access.

Direct communication, short distances, the access to networks, and the exchange of information and experiences with other tenants will help you to get started in the exciting Chinese market. Talk to us about the opportunities at the German Centre Beijing and leverage our expertise. We are looking forward to your call and your visit of our premises!

More information at www.germancentre.org.cn

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German Centres – there for you all over the world in Beijing, Delhi, Gurgaon, Jakarta, Mexico City, Moscow, Shanghai and Singapore.