

EXPORTING EAST: IRISH COMPANIES WITH A PRESENCE IN CHINA

出口东方： 在中国的爱尔兰公司



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INTRODUCTION 简介



Ireland is a small island, however it has a significant impact in terms of international trade one of the highest rates of entrepreneurship and export-orientated start-ups in the OECD, one of the largest exporters per capita in the world with one of the worlds leading research capabilities in our third level institutions with tremendous clusters of excellence stemming from collaboration amongst leading Multinationals, Indigenous Companies and Government in high growth sectors which have catapulted Ireland to becoming a leading player in areas as diverse as Life Sciences, ICT and Food and Agri-Technologies.

Exports by Irish companies in 2012 reached record highs reaching €16.2 billion, up from €15.2 billion in 2011. Exports to Asia Pacific grew 17% to €1.02 billion with China becoming the largest market in the region at €354m – an 18% increase on 2011 exports.

The Chinese market represents significant opportunity for export growth, collaborative technology partnerships, education linkages and bilateral investment opportunity for Irish companies and educational institutions and Enterprise Ireland seeks to proactively connect with areas and sectors where we believe Ireland can increase its footprint in the vast marketplace that is Greater China.

This guide is intended as one element of that plan – a first step at identifying and profiling Irish companies present in China in 2013 which we hope will serve as a networking tool for those companies profiled to link with each other and share their experiences and ideas for increased business development opportunities.

We look forward to developing and expanding this guide in the coming years.

爱尔兰是一座小岛，但其在国际贸易方面却有着显著的影响——既是经济合作与发展组织（OECD）中创业率最高和出口型新兴企业数量最多的国家之一，又是世界上人均出口商数量最多的国家之一，而且还是我们的三级机构中最具全球领先研究能力的国家之一。高增长行业跨国企业、本土企业和政府之间的协作带来的卓越成就，使爱尔兰成为生命科学、ICT和食品以及农业技术等领域的领先者。

爱尔兰公司2012年的出口额创历史新高，达到162亿欧元，比2011年的152亿欧元有所上升。随着中国成为该地区最大的市场，对中国出口达到3.54亿欧元，较2011年增长了18%，对亚太地区出口也增长了17%，达到10.2亿欧元。

中国市场对爱尔兰公司和教育机构来说，意味着出口增长、技术协作伙伴关系、教育联动和双边投资的重要机会，爱尔兰企业局也希望能与各个领域和部门建立积极的联系。我们相信，爱尔兰将更多地在大中华区这片广阔的市场上留下它的足迹。

本指南作为计划的一部分——首先为您介绍和宣传2013年将入驻中国的爱尔兰公司，我们希望该计划能发挥其社交工具的作用，帮助这些企业建立密切的业务联系并分享他们抓住拓展和发展业务机会的经验和思路。

我们期待着在未来几年里能有更多详实的信息来丰富和充实本指南。

Gary Fallon 盖瑞·法兰
Director, China 中国区董事
Enterprise Ireland 爱尔兰贸易与科技局

ARI (YUNNAN) TRADING COMPANY LIMITED

瑞安达（云南）贸易有限公司

Travel Retail Operator, International
Boutique Outlets

旅游零售业运营商, 国际精品名店



PROFILE

ARI has opened 4 Duty paid stores in Kunming in China offering a range of international branded luxury goods including Perfume and Cosmetics, watches, jewelry, fashion accessories and luxury travel goods

简介:

ARI已在中国昆明开设了四家免税店, 提供各种国际奢侈品牌, 包括香水、化妆品、珠宝、流行配饰及奢侈旅行产品。

Website 网址	http://www.theloop.com.cn/
Managing Director 常务董事	Alan Magan
Number of Employees Globally 全球员工人数:	Over 3000 globally 全球超过3000名雇员
Date of Establishment in China 中国代表处成立日期	Officially established on 27th Sept. 2011 正式成立日期为: 二零一一年九月二十七日
Market Entry Strategy 市场进入战略	Open stores in Kunming with a view to expanding to other airports in Tier 1 & Tier 2 cities in China 在昆明设立门店, 旨在扩展至中国一二线城市的其它机场
Address in China 中国地址	Room 2301, Unit 1, Building 6, Xing He Court, South Asia Plaza, Dianchi Road, Kunming, Yunnan, China 650228 中国云南昆明, 滇池路, 南亚风情园星河苑6-1,2301室, 650228
Region 深圳	Kunming, Yunnan, Southwest China 中国西南部, 云南省昆明市
Employees in China 中国员工	60 in ARI Yunnan excluding the expatriate general manager 瑞安达云南公司雇员总数为60人 (不包含爱尔兰外派总经理)
Contact Person in China 中国联系人	Alan Magan tel. +86 182 1460 1750, email. alanmagan@ariyunnan.com
Key Export Markets 主要出口市场	Local Duty Paid Retail offer 本地免税零售特惠
Key Partners/Customers in China 中国主要合作伙伴/客户	Airport passengers 航班乘客
Biggest Challenge for Market Entry 进入市场的最大挑战	Understanding of the Chinese passenger profile and spending habits 了解中国航班乘客的特性及消费习惯
Did your experience in China lead you to re-evaluate priority markets within your company? Is so, please share your experience...	We will look to Tier 1 & Tier 2 cities at high volume airports 我们将着眼于一线及二线城市的大流量机场
您在中国的经验是否使您重新评估公司应优先关注的市场? 是的话, 请分享您的经验.....	

AMIDEON

Provider of advanced electronic solutions to the aerospace and civil security sectors.
为航空航天和民用安全部门提供先进的电子解决方案。



PROFILE

Amideon designs and manufactures customised electronics products using its strengths in Radio Frequency (RF), Micro and Millimetre wave technologies. Management has spent ten years establishing a customer base in Russia, Central Asia and China creating a reputation for delivering high technology products where performance, precision and reliability are critical.

简介:

Amideon凭借其在无线电频率（RF）、微波和毫米波技术方面的优势设计和制造定制电子产品。Amideon是俄罗斯、中亚和中国等国家和地方政府公认的品。Amideon正在扩大其在微波民用安全（围网、扫描仪、天线系统和RFID）、通信系统（ISP监测、解调器、解复用器、接收器）

Website 网址	http://amideon.com
Managing Director 常务董事	Barry Lunn
Number of Employees Globally 全球员工人数:	10
Date of Establishment in China 中国代表处成立日期	January 2004 2004年1月
Market Entry Strategy 市场进入战略	Hired a sales executive with 15+ years experience in China, Mike Gleaves. Mike had previously grown Shaffner EMV from zero to €8million in China. Established a representative office in Shenzhen and initially targeted the region surrounding establishing a number of local partners. Grew the rep offices to 5 people within one year, 3 western and 2 Chinese. 在中国聘请了一名拥有15年以上经验的销售主管——迈克·格利夫斯。迈克曾将Shaffner EMV在中国的销售额从零提升到800万欧元。在深圳设立了代表处，最初针对周边地区建立了一些当地合作伙伴。在一年内将代表处员工人数增至5人，包括3名西方人和2名中国人。
Address in China 中国地址	14D Yi Dong, Hai Yun Jia Yuan, Wang Hai Lu, Shekou, Shenzhen, 518067, China 深圳蛇口望海路海韵嘉园1栋14D, 518067
Employees in China 中国员工	1
Contact Person in China 中国联系人	Michael Gleaves 迈克·格利夫斯 tel. +8613691945263, email. mike@amideon.com
Certificates/Awards 证书/奖项	NA
Key Export Markets 主要出口市场	China, Russia, Central Asia 中国、俄罗斯、中亚
Key Global Partners/Customers 全球主要合作伙伴/客户	China National Space Agency, China Communications Regulators, Russian Government Agencies under the RosTechnologies, Rosnano and Roscosmos sectors. Russian aircraft manufacturers. Various Russian Semiconductor manufacturers. Uzbekistan National Standards Laboratory 中国国家航天局。中国通信监管机构。RosTechnologies、Rosnano和Roscosmos俄罗斯政府机构。俄罗斯飞机制造商。各种俄罗斯半导体制造商。乌兹别克斯坦国家标准实验室
Key Partners/Customers in China 中国主要合作伙伴/客户	Chinese Space Agency, Chinese Communications Agency 中国航天局、中国通信局
Biggest Challenge for Market Entry 进入市场的最大挑战	'What have you done in China?' Getting the first reference site took over one year and nobody wants to be your first customer. Another big problem is talking to the wrong people and unfortunately by time you find out you can have expended a lot of energy and cash. “您在中国做过哪些项目？”我们花了一年多的时间才能回答这个问题，因为没有人愿意成为您的第一个客户。另一个大问题是错误的商谈对象，而且不幸的是，当您发现这一问题的时候，您已经花费了大量的精力和金钱。
Did your experience in China lead you to re-evaluate priority markets within your company? Is so, please share your experience... 您在中国的经验是否使您重新评估公司应优先关注的市场？是的话，请分享您的经验.....	Yes. We entered China targeting the EMC and Aerospace compliance markets. On reflection this was a mistake as it was too competitive. We refocused on product where we had low competition and higher IP and value add. This has so far been more successful for us. 是。我们进入中国时主要针对EMC和航天合规市场。因为这一领域竞争太激烈，我们最终认识到这是一个错误。我们重新专注于我们拥有低竞争力以及高IP和附加价值的产品。在这方面我们一直以来都做得比较成功。
Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	8 year later I suggest ask me in another 3-5. We have not realized an ROI as yet in China but reinvested any earnings in market expansion. 8年后，我建议您在下一个3-5年再问我这个问题。我们在中国尚未获得投资回报，我们已将所有盈利重新投资于市场拓展。

"You need a really good product, a well connected partner, deep pockets and a lot of patience."

您需要的是优质的产品、人际关系良好的合作伙伴、雄厚的资金以及很大的耐心。

CAE PARC AVIATION

Provision of Aviation Personnel and Services

提供航空人员和服务



PROFILE

CAE Parc Aviation is the global market leader in providing aviation personnel and services to airlines, maintenance organisations, aircraft manufacturers, aircraft leasing organisations and aviation organisations worldwide with over 1,400 Flight Crew and Technical Personnel on assignment with 70 clients in over 40 countries. CAE Parc Aviation's services enable aviation organisations to respond to market opportunities quickly, deal with unscheduled demands, fully manage crew costs and access highly qualified and experienced personnel, often at short-notice. CAE Parc Aviation has been trusted for over 35 years to assist customer organisations to maintain flexibility, and react to change, through outsourced personnel and contracting services they can trust. With its head office in Dublin, Ireland and additional offices in Beijing, Shanghai, Tokyo and Shannon, CAE Parc Aviation have the ability to provide on the ground support to our clients globally.

简介:

CAE Parc Aviation是全球市场的领导者，专为世界各地的航空公司、维修机构、飞机制造商、飞机租赁机构和航空机构提供航空人员和服务，共有1,400名机组人员和技术人员待分配，并在全球40个国家有70名客户。CAE Parc Aviation的服务使航空组织能够迅速抓住市场机会、应对计划外的需求、充分管理机组人员成本并往往会在短时间内获得高素质且经验丰富的人员。CAE Parc Aviation拥有35年的经验，通过外包人员和承包服务协助客户组织保持灵活性和应对变化，并深受客户信赖。其总部设在都柏林、爱尔兰，另有办事处设在北京、上海、东京和香农，从而使CAE Parc Aviation能够为我们的客户提供全球地勤支持。

Website 网址	caeparcaviation.com
Managing Director 常务董事	Sean Butler - Vice President Sean Butler - 副总裁
Number of Employees Globally 全球员工人数:	70
Date of Establishment in China 中国代表处成立日期	6th May 2008 2008年5月6日
Market Entry Strategy 市场进入战略	Profiling of target airlines through meetings, market research and visits to China in order to outline four main focus airlines to complete contract agreements with prior to initialising set up of our Beijing rep office in May 2008. 通过会议、市场调研和中国实地考察分析目标航空公司，以概括出四大主要航空公司，从而在2008年5月设立北京代表处之前完成我们的合同协议。
Address in China 中国地址	Suite 728, Shanghai Centre, 1376 Nanjing Road, Shanghai 200040 上海：上海市南京西路1376号上海商城728室，邮编200040
Employees in China 中国员工	2 full-time employees and 1 part-time employee 2名全职员工和1名兼职员工
Contact Person in China 中国联系人	Alex Yu tel. +86 21 6279 8837, email. alex.yu@cae.com
Certificates/Awards 证书/奖项	Irish Exporters Association – Services Exporter of the year 2011 and 2007 National Recruitment Federation – Best in Technical Engineering and Science 2011 and 2012 爱尔兰出口商协会 – 2011年度和2007年度最佳服务出口商 全国招聘联盟 – 2011年度和2012年度最佳技术工程和科学人才
Key Export Markets 主要出口市场	In the Asia region - China, Japan, Korea and Vietnam 亚太地区 – 中国、日本、韩国和越南
Key Global Partners/Customers 全球主要合作伙伴/客户	All Nippon Airways, Vietnam Airlines, Asiana Airlines, EasyJet, Air China, Nippon Cargo, Norwegian Airlines, Spring Airlines, GECAS, Transaero, Lufthansa Malta.
Key Partners/Customers in China 中国主要合作伙伴/客户	Air China, Beijing Capital Airlines, Air China Cargo, Shanghai Airlines, Yangtze River Express, Spring Airlines, Tianjin Airlines, China Southern Airlines 中国国航、北京首都航空公司、中国国际货运航空、上海航空、扬子江快运航空、春秋航空、天津航空、中国南方航空
Biggest Challenge for Market Entry 进入市场的最大挑战	Challenges existed around adapting to new business practices that had to be observed with operating in this market including language and culture barriers. Our next challenge involved successfully setting up a new office in Beijing and subsequently Shanghai and employing the correct staff to operate these offices. 挑战主要围绕在适应新的商业做法，这是我们在这个市场运营必须遵守的原则，其中包括语言和文化障碍。我们的下一个挑战是在北京和上海成功设立新的办事处并招聘合适的员工来运营这些办事处。
Did your experience in China lead you to re-evaluate priority markets within your company? Is so, please share your experience... 您在中国的经验是否使您重新评估公司应优先关注的市场？是的话，请分享您的经验.....	No, due to the previous research and evaluation of the Chinese market, it did not affect our priority markets as it had already been identified as a key area which fitted in to our overall market strategy. 不是。由于我们对中国市场进行了调研和评估，因此这并没有影响我们的首要目标市场，我们已将其视为我们的整体市场战略的一个关键区域。
Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	Less than 5 years 5年之内

China poses plenty of opportunities but be patient and allow a very long period to create the long lasting relationships with your client base that you will require to secure commercial success.

中国到处都是机会，但需要耐心地花很长的时期与客户群体建立长期持久的关系，这样您才能取得商业成功。

HOSTELWORLD.COM LTD

Hostelworld.com is the world leader in online accommodation booking for independent, budget and youth travel.

Hostelworld.com是世界领先的在线住宿预订网站，专为预算有限的独立青年旅行团体提供服务。



PROFILE

Hostelworld.com is the world leader in online accommodation booking for independent, budget and youth travel. Every year, we help thousands of people to explore the world and enjoy experiences they'll value for the rest of their lives. With over 40,000 places to stay in 180 countries, we have a huge range of accommodation for every type of trip. We're also the only hostel booking service with a \$50 booking guarantee. Our website features 3.5 million reviews, award-winning videos, podcasts, free city-guides and a social network specifically for travellers. Hostelworld.com is headquartered in Dublin and is fully owned and operated by Web Reservations International Ltd (WRI)

简介:

Hostelworld.com是世界领先的在线住宿预订网站，专为预算有限的独立青年旅行团体提供服务。我们每年都帮助成千上万的人去探索世界并享受他们将用余生珍藏的体验。我们为每个行程提供广泛的住宿选择，合作伙伴遍及180个国家40,000多个地方。我们也是唯一一家提供50美元预订担保的旅店预订服务网站。我们的网站还有350万条评论、屡获殊荣的视频、播客、免费城市指南和旅客专用的社交网络。Hostelworld.com总部设在都柏林，由爱尔兰国际网络预订有限公司（WRI）完全所有并运营

Website 网址	www.hostelworld.com; www.hostels.com
Managing Director 常务董事	Mr.Feargal Mooney (CEO) Feargal Mooney先生 (CEO)
Number of Employees Globally 全球员工人数:	140
Date of Establishment in China 中国代表处成立日期	July 2006 2006年7月
Market Entry Strategy 市场进入战略	Representative Office 代表处
Address in China 中国地址	Continuity, Unit 402+403, No.425 Yanping Road, Shanghai China, 200042 中国上海延平路425号Continuity 402+403单元 邮编: 200042
Employees in China 中国员工	9
Contact Person in China 中国联系人	Paloma Meng tel. +86 21 52286000, email. paloma@hostelworld.com
Certificates/Awards 证书/奖项	Hostelworld.com wins one of the internet's highest honors – a Webby Award 2009 "Best Hostel Booking Engine" award 2009 Hostelworld.com赢得互联网最高荣誉 – 2009年度Webby奖 “最佳旅店预订引擎”奖 2009
Key Export Markets 主要出口市场	Backpackers and Youth Travel around the world 世界各地的背包客青年旅行团体
Key Global Partners/Customers 全球主要合作伙伴/客户	Lonely Planet, RyanAir, World Nomads, ISIC.org
Key Partners/Customers in China 中国主要合作伙伴/客户	Nationwide Hostels and Guesthouses 全国范围内的旅店和宾馆

LATEST NEWS:

Web Reservations International is to merge with HostelBookers.com Limited, which operates the hostelbookers.com and anytrip.com web-sites

最新消息:

运营屡获殊荣的网站的爱尔兰国际网络预订有限公司即将与运营hostelbookers.com和anytrip.com等网站的HostelBookers.com Limited合并

Biggest Challenge for Market Entry 进入市场的最大挑战	Culture difference, local regulation and law, recruitment and communication. What got you here won't get you there. Think global and do local 文化差异、当地法规法律、招聘和沟通。您在这里取得成功的方式无法使您在那里也取得成功。放眼全球和立足本地
Did your experience in China lead you to re-evaluate priority markets within your company? Is so, please share your experience...	China is 3 times the size of Europe. It has its different culture within its own provinces. North China and South China can be 2 different countries. We could not treat China as a solo country, but a multiport. 中国的规模是欧洲的3倍。每个省份都有自己不同的文化。中国南方和北方地区可以说是2个不同的国家。我们无法将中国视为一个单独的国家，而是多个。
Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	It depends on the project, industry and the business environment in China. You can break down each project to set a ROI timeline instead of putting them into one piece 这取决于项目、行业和中国商业环境。您可以细分每个项目，设定投资回报时间表，而不是将其当成一个整体

China Market is tempting, yet uncertain. We need to be cautious when we sell our products to the local partners, but we also appreciate the competition they brought that makes us grow faster and be more flexible towards changing.

中国市场非常诱人，但也充满不确定性。当我们将产品销售给当地合作伙伴时更需要谨慎，但我们也很欣赏他们所带来的竞争，因为这使我们能够更快地成长、更灵活地应对变化。

ATHLONE INSTITUTE OF TECHNOLOGY 爱尔兰阿斯隆理工学院

Third Level Higher Education
高等教育



PROFILE

Athlone Institute of Technology is not just a great place to study where you develop the knowledge and skills to enjoy a rewarding career, you'll also make friends for life here. Over 6,000 students call AIT home, with over 40 nationalities represented on campus.

Now approaching our fortieth anniversary, AIT is a landmark in the Midlands of Ireland, renowned for the quality of our academic programmes and the calibre of our graduates.

简介:

阿斯隆理工学院不仅是您学习知识和开发技能帮助您在职业生涯中获得高回报的地方，而且在这里您也能结交受益一生的朋友。6000多名学生将AIT视作自己的家园，汇集了来自世界各地40多个国家的学生。

AIT成立四十周年纪念日即将到来，目前AIT已成为爱尔兰中部的地标，并且以优质的学术课程质量和毕业生优异的才能而闻名。

60 yearly Chinese students
每年60名中国学生

Website 网址	www.ait.ie
Managing Director 常务董事	President Prof. Ciaran O Cathain; International Officer Ms. Mary Simpson 校长Ciaran O Cathain教授；国际主任玛丽·辛普森女士； 亚洲主管杰克·孟先生
Number of Employees Globally 全球员工人数:	500
Date of Establishment in China 中国代表处成立日期	2005
Market Entry Strategy 市场进入战略	Long term relationship building to provide sustainable advantage 建立长期关系以获得可持续优势
Address in China 中国地址	Suite 728, Shanghai Centre, 1376 Nanjing Road, Shanghai 200040 中国上海市南京西路1376号上海商城728室
Employees in China 中国员工	3
Contact Person in China 中国联系人	Mr. Jack Meng 孟晶 tel. +86 21 62798842, email. mengjing@ait.ie
Certificates/Awards 证书/奖项	Certificate, Ordinary degree, Honours Degree, Master degree, PHD 证书、普通学位、荣誉学位、硕士、博士
Key Export Markets 主要出口市场	China, Malaysia, Brazil 中国、马来西亚、巴西
Key Global Partners/Customers 全球主要合作伙伴/客户	More than 200 university partners globally 全球200多所大学合作伙伴
Key Partners/Customers in China 中国主要合作伙伴/客户	Dongbei University of Finance and Economics, Southeast University, Tongji university, Capital University of Economics and Business 东北财经大学、东南大学、同济大学、首都经济贸易大学

LATEST NEWS:

Premaster course for Master of Business and Master of Software Engineering

最新消息:

工商管理硕士和软件工程硕士预科课程

Biggest Challenge for Market Entry 进入市场的最大挑战	People are not aware of the brand of Ireland Education. 人们不熟悉爱尔兰教育品牌。
Did your experience in China lead you to re-evaluate priority markets within your company? If so, please share your experience...	Yes, market AIT in a right place with right partners 是的，我们应为AIT做出正确的市场定位和寻找合适的合作伙伴
Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	Normally from University cooperation, it takes at least 3 years to produce. 通常大学之间的合作至少需要3年才能获得投资回报。



BEIJING-DUBLIN INTERNATIONAL COLLEGE

北京都柏林国际学院

Third Level Higher Education

高等教育



PROFILE

Beijing-Dublin International College is a joint international institution directly overseen by Beijing University of Technology (BJUT) and University College Dublin (UCD). Situated in China's capital, on the BJUT campus, Beijing-Dublin International College offers students a unique opportunity to experience a world-class international education.

The BDIC programmes are delivered, in full, through the medium of the English language, with delivery from UCD and International staff increasing across each of the four years. The overall contribution from Irish and International staff is 55% in each programme.

The programmes are structured and delivered in order to being UCD's educational approach to the Chinese market, with an emphasis on innovation, creativity and self-directed and enquiry based learning, combined with a range of assessment modalities.

简介:

北京 - 都柏林国际学院是一所由都柏林大学和北京工业大学合办的国际性学院，坐落于北京工业大学主校区。学院为学生提供了体验世界一流教育水平的独特机会，

北京 - 都柏林学院的课程全部采用英语授课。来自都柏林大学以及国际的教学人员在四年中逐步增加授课强度，总授课比例占每个专业所有课程的55%。

北京 - 都柏林学院的课程建设以及授课模式致力于将都柏林大学的教育理念带到中国，并着重于培养创新，创造力，自动自觉的学习能力以及评估能力。

Website 网址	www.ucd.ie/bdic, www.bdic.bjut.edu.cn
Managing Director 常务董事	President: Dr. Ruaidhrí Neavyn 校长 Ruaidhrí Nevan 博士
Date of Establishment in China 中国代表处成立日期	February 2012 2012年2月
Market Entry Strategy 市场进入战略	Joint Venture with Beijing University of Technology 与北京工业大学合作办学
Address in China 中国地址	100 Ping Le Yuan, Chaoyang District, Beijing 北京市朝阳区平乐园100号
Employees in China 中国员工	1
Contact Person in China 中国联系人	Prof. David FitzPatrick, Provost of BDIC tel. +86 10 6739 6942, email. info.bdic@ucd.ie
Key Global Partners/Customers 全球主要合作伙伴/客户	University College Dublin 都柏林大学
Key Partners/Customers in China 中国主要合作伙伴/客户	Beijing University of Technology 北京工业大学
Biggest Challenge for Market Entry 进入市场的最大挑战	Government and ministerial approvals for joint venture entity and proposed academic programmes requires significant organizational and political engagement and support. 联合办学实体以及拟议的学术课程体系都需要政府和各机构的参与和支持。

LATEST NEWS:

Student intake for 2013/14 Academic Year directly from Chinese secondary education system, based on national Gaokao examination results, targeted to exceed 250 students by September 2013.

最新消息:

根据国家统一高考成绩，北京 - 都柏林国际学院计划于2013年9月为2013/14学年从中国各高中招收超过250名新生。

The growth in demand for tertiary education in China has been significant over the past decade. This, in turn, has created a pent up demand for an International education experience and associated qualifications. Having successfully established the first Sino-Hibernian educational programmes in Beijing, the BDIC is positioned to be a gateway for bi-directional student exchange, connectivity with Irish industry and research engagement between Ireland and China.

在过去的十年里，中国对于高等教育的需求有着显著的增长，同时增长的还有对国际教育的体验以及相关资格的需求。随着第一个中爱教育计划在北京的成功建立，北京 - 都柏林国际学院将定位于学生之间的双向交流，以及爱尔兰和中国企业以及研究领域的交流与合作。

INSTITUTE OF TECHNOLOGY CARLOW

卡洛理工学院

Third Level Higher Education
高等教育



Website 网址	www.itcarlow.ie
Managing Director 常务董事	Dr. Patricia Mulcahy 帕特里夏·马尔卡希博士
Date of Establishment in China 中国代表处成立日期	2000
Market Entry Strategy 市场进入战略	Representative Office 代表处
Address in China 中国地址	Room A009, F10, SOHO Nexus Center, No.19 A, East 3rd Ring North Road, Chaoyang District, Beijing, China Mainland 北京市朝阳区东三环北路甲19号SOHO嘉盛中心10层A009室, 中国大陆
Employees in China 中国员工	1
Contact Person in China 中国联系人	Su Zheng tel. +8613910000305, email. zheng.su@itcarlow.ie
Certificates/Awards 证书/奖项	PhD, Master degree, Honours Bachelor degree, Ordinary Bachelor degree, Higher Certificate 博士学位、学士学位、硕士学位、普通学士学位、高级证书
Key Export Markets 主要出口市场	Henan, Guangxi, Shanghai 河南、广西、上海
Key Partners/Customers in China 中国主要合作伙伴/客户	Tengda Education Group, Ireland Education Service Center, Guilin University of Electronic Technology, Henan University of Economics and Law 腾达教育集团、爱尔兰教育服务中心、桂林电子科技大学、河南财经政法大学
Biggest Challenge for Market Entry 进入市场的最大挑战	competitive market 人们不熟悉爱尔兰教育品牌。

PROFILE

Institute of Technology Carlow offers students the opportunity to gain internationally recognized qualifications at Degree, Masters and Doctoral level. The Institute of Technology Carlow has excellent relationships with industrial partners who assist in program development. Industrial partners include IBM, INTEL and Microsoft.

Today we have students from countries all over Europe as well as China, Korea, Malaysia, Russia and the United States of America.

The Institute offers over 40 undergraduate degree programs in a range of disciplines covering Business, Humanities, Design, Computing, Science and Engineering.

IT Carlow has developed many innovative and exciting programs such as Computer Games Development, Avionics which were the first of their kind in Ireland. Students participating in our programs can expect to receive the best combination of practical and academic experience for their chosen careers and indeed many courses offer the opportunity of a paid work placement.

简介:

卡洛理工学院为学生提供获得国际认可的硕士和博士学位的机会。卡洛理工学院与协助课程开发的行业合作伙伴建立了良好的关系，其中包括IBM、英特尔和微软。

目前，我们的学生来自于欧洲各国以及中国、韩国、马来西亚、俄罗斯和美利坚合众国等国家。

学院提供40多个本科学位课程，涵盖商务、人文、设计、计算机、科学与工程学科。

卡洛理工学院开发了许多新颖精彩的课程，如计算机游戏开发、航空电子设备，在爱尔兰同类院校中当属首创。参加我们课程的学生将获得他们所选职业的理论与实践相结合的经验，事实上，很多课程都提供带薪的半工半读机会。

LATEST NEWS:

The South East Institutes of Technology (IT Carlow and Waterford IT) welcome the approval by the Minister for Education and Skills Mr Ruairi Quinn TD for the Institutes to proceed to the second stage of the process for designation as a Technological University.

最新消息:

东南理工学院（卡洛理工学院和沃特福德理工学院）欢迎爱尔兰教育与技能部部长Ruairi Quinn TD先生对学院命名为理工大学的流程进入第二阶段予以认可

DUBLIN INSTITUTE OF TECHNOLOGY

都柏林理工学院

Third Level Higher Education
高等教育



PROFILE

Dublin Institute of Technology is distinguished by its colleagues' commitment to DIT's students success. To this they bring creativity, experience, expertise and scholarship, combining the academic excellence of a traditional university with career-focused learning. DIT's students will gain the knowledge and abilities to contribute to a complex and ever-changing world. With a history stretching back over 125 years, Dublin Institute of Technology pioneered technological higher education: the Institute's alumni play important roles in technical and scientific innovation, economic and social development and culture and education both in Ireland and internationally. We nurture innovation and creativity across and between disciplines and have been committed to making education accessible to people from diverse backgrounds.

简介:

都柏林理工学院的教职员工致力于帮助DIT学生取得成功。为了实现这一目标，他们将自己的创造力、经验、专长和学识与传统大学的学术卓越和以就业为导向的教学方式相结合。在这里，DIT的学生将掌握足够的知识和能力以适应这个复杂多变的世界。都柏林理工学院拥有125年的教育经验，并且一直走在技术高等教育的前列：学院的毕业生在爱尔兰和国际上的技术和科技创新、经济和社会发展以及文化和教育方面发挥着重要作用。我们致力于培育跨学科和学科间的创新精神和创造力，并希望来自不同文化背景的人们都能接受教育。

Website 网址	WWW.dit.ie
Managing Director 常务董事	Professor Brian Norton, President of DIT DIT院长Brian Norton教授
Date of Establishment in China 中国代表处成立日期	23 January 2013 2013年1月23号
Market Entry Strategy 市场进入战略	Developing and enhancing strong collaborating relationships with Education Agents, Chinese, Universities and other relevant HEIs and Government Authorities. 开发和加强与教育代理机构、中国大学和其他相关高校以及政府机构的良好合作关系。
Address in China 中国地址	Dublin Institute of Technology, 3C, Xinxu Court, Zijing Road Haikou 海南省海口市紫荆路紫荆信息公寓3C 都柏林理工学院
Employees in China 中国员工	1
Contact Person in China 中国联系人	Dianjing Wen tel. +86-898-68539713, email. admin.hainan@dit.ie
Certificates/Awards 证书/奖项	DIT offers over 150 programmes at Bachelor's, Master's and Doctoral levels our four Colleges; Arts & Tourism, Business, Engineering & Built Environment, Sciences & Health DIT的四个学院提供150多门学士、硕士和博士课程： 艺术与旅游，商业，工程与建筑环境，科学与健康
Key Export Markets 主要出口市场	Education programmes as well as research expertise 教育课程以及研发专长
Key Global Partners/Customers 全球主要合作伙伴/客户	Higher education Institutions, education agents and students 高等教育机构、教育代理和学生
Key Partners/Customers in China 中国主要合作伙伴/客户	Education Agents, Universities, Government Authorities, Students 教育代理机构、大学、政府部门、学生

LATEST NEWS:

- In May 2013, DIT has signed collaboration MoAs with two top Chinese Secondary Schools
- In April, one of DIT's Ordinary BSc Programme has been approved by the Chinese Ministry of Education to be offered in China

最新消息:

2013年5月，DIT与中国的两所顶尖中学签署了合作协议备忘录
4月，DIT提供给中国的一个普通学士课程通过了中国教育部的批准

Biggest Challenge for Market Entry 进入市场的最大挑战	Competitions from other International HEIs 其他国际高校的竞争
Did your experience in China lead you to re-evaluate priority markets within your company? Is so, please share your experience... 您在中国的经验是否使您重新评估公司应优先关注的市场？是的话，请分享您的经验.....	China has always been one of top priority market for DIT and will remain so at least in the next 5 years 中国一直是DIT最重视的市场之一，至少未来五年内也仍将如此
Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	Within a year 一年之内

At the moment, around 100 Chinese Students studying in DIT
目前，约有100名中国学生在DIT学习

DUNDALK INSTITUTE OF TECHNOLOGY 唐道克理工学院

Third Level Higher Education
高等教育



Website 网址	www.dkit.ie
Managing Director 常务董事	Mr Denis Cummins
Number of Employees Globally 全球员工人数:	500
Date of Establishment in China 中国代表处成立日期	2003
Market Entry Strategy 市场进入战略	We established a representative office to market our offerings to prospective students and their parents, working through educational consultancies. 我们设立了办事处，从而通过教育咨询公司向潜在学生及其家长营销推广我们的产品。
Address in China 中国地址	2301, North Tower SOHO Shangdu, No.8, Dongdaqiao Road, Chaoyang District, Beijing, China, 100020 中国北京市朝阳区东大桥路8号SOHO尚都北塔2301室，邮编100020
Employees in China 中国员工	5
Contact Person in China 中国联系人	Ms Lina Dong 董丽娜小姐（音译） tel. +86 10 57291060, Mobile: 13401158118 QQ. 1041931056, email. Lina.dong@dkit.ie
Certificates/Awards 证书/奖项	Sunday Times University Guide – Sunday 7th October, 2012 Dundalk Institute of Technology, Ranked #2 Institute of Technology in Ireland 证星期日泰晤士报大学指南 – 2012年10月7日星期天 唐道克理工学院在爱尔兰理工学院中排名第二
Key Export Markets 主要出口市场	China, Malaysia, India/Nepal 中国、马来西亚、印度/尼泊尔
Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	3 years 3年

PROFILE

Dundalk Institute of Technology's mission is to provide quality third level education and services, relevant to the economic social and cultural development of the region in the national and international context. It aims to promote personal responsibility among all its students and enhance the professionalism of all its members in a supportive, inclusive and productive environment.

We have International Students from over 30 countries studying at undergraduate, postgraduate and, PhD level at DkIT. Students enjoy a good study and social life with many supports provided by the institute.

There are four Schools in the Institute as follows:

- School of Business and Humanities
- School of Engineering
- School of Informatics, Music and Creative Media
- School of Nursing, Midwifery, Health Studies and Applied Sciences

Our research centres are in the following areas:

- Entrepreneurship
- Software Technology
- Smooth Muscle
- Renewable Energy
- Freshwater Studies

简介:

唐道克理工学院的办学宗旨是在国内和国际环境下提供与当地的经济社会和文化发展相关的优质的三级教育和服务。其目标是在一个具有支持性、包容性和高效率的环境下提高所有学生的个人责任感以及所有教职员的敬业精神。

目前共有来自30多个国家的国际学生在DkIT就读本科、硕士和博士课程。在学院的大力支持下，学生们将能够享受良好的学习和社会生活。

学院共有四个院系:

- 商业和人文学院
- 工程学院
- 信息、音乐与创意媒体学院
- 护理、助产、健康研究与应用科学学院

我们的研究中心专注于以下几个方面:

- 创业精神
- 软件技术
- 平滑肌
- 可再生能源
- 淡水研究

Find good people and China will be well worth the effort
如能找到合适的人选，在中国市场的努力将是值得的

GRIFFITH COLLEGE 格里菲斯学院

Third Level Higher Education
高等教育



PROFILE

Griffith College established in 1974 and is Ireland's largest independent 3rd level institution with locations in Dublin, Cork and Limerick. The main campus is situated on seven acres within a mile of Dublin city centre. Griffith College enjoys national and a growing international reputation for student success. The College has gained an enviable, award winning reputation for providing students with first class lectures and excellent study material. Griffith College offers internationally recognised postgraduate and undergraduate degree programmes, complemented by a wide range of professional, short term and corporate training educational solutions. Today there are over 7,000 students studying in the College, which is a designated educational institute of the Higher Education and Training Awards Council (HETAC).

简介:

格里菲斯学院成立于1974年，是爱尔兰最大的第三级独立机构，校区设在都柏林、科克和利默里克。主校区占地七英亩，所在位置离都柏林市中心仅一英里不到。格里菲斯学院因学生的成功赢得了国内声誉和不断增长的国际声誉。该学院因一流的讲座和优秀的学习材料而赢得了令人称羨并且屡获殊荣的声誉。格里菲斯学院提供国际公认的本科生和研究生学位课程，辅以一系列专业的企业短期培训教育解决方案。如今，该学院的学生人数已超过7000名，学院也成为高等教育和培训授予委员会（HETAC）的指定教育机构。

Website 网址	www.gcd.ie
Managing Director 常务董事	Diarmuid Hegarty
Number of Employees Globally 全球员工人数:	400
Date of Establishment in China 中国代表处成立日期	2004
Market Entry Strategy 市场进入战略	Entry to China was built on identify reliable local partners/agents who would work on our behalf. Once we had a foundation, we were able to develop a presence and academic partnerships. 进入中国的前提是确定能够代表我们工作的可靠的当地合作伙伴/代理商。打好基础之后，我们才能在当地建立驻地和学术合作伙伴关系。
Address in China 中国地址	Griffith College China Office, Room 2806, Unit 3, Huafuliyuan, Fengtai District, Beijing, P.R. China 中国北京市丰台区，华富丽苑3单元2806室，格里菲斯学院中国办事处
Employees in China 中国员工	2
Contact Person in China 中国联系人	Cheng Liu (Jen) tel. +86 105 9711 687, email. international@gcd.ie
Certificates/Awards 证书/奖项	QQI, ACELS
Key Export Markets 主要出口市场	China, India, France, Germany, Norway, Malaysia 中国、印度、法国、德国、挪威、马来西亚
Key Global Partners/Customers 全球主要合作伙伴/客户	Internationally recognised and respected third level institutes throughout the world 受到国际认可和尊重的全球第三级学院
Key Partners/Customers in China 中国主要合作伙伴/客户	Large and renowned Chinese Universities 中国知名大学
Biggest Challenge for Market Entry 进入市场的最大挑战	Finding skilled personnel with the right skills to meet our needs both in Ireland in China 找到具有合适技能的高级人才以满足我们在中国和爱尔兰市场的需求
Did your experience in China lead you to re-evaluate priority markets within your company? Is so, please share your experience...	No, not in this case as we had a very strong internationalisation strategy in place. China was a part of our strategy. However we quickly had to re-evaluate our Chinese strategy once we got a foothold in the market and understood the market movements. 不是，这种情况并不适用，因为我们已制定非常强大的国际化战略。中国是我们战略的一部分。但是，当我们在市场上站稳脚跟并熟悉市场走势之后，我们必须重新评估我们的中国战略。
Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	The Chinese market was fruitful for Griffith College from time of entry, but it did take 3-5 years to get a firm hold in the market and to build up solid relationships/partnerships. 自格里菲斯学院进入中国以来，我们已经取得了丰富的成效，但在市场上扎根并建立稳定的关系/合作伙伴关系确实需要3-5年的时间。

China is a very rewarding country to work with. If you have the right product and the right people in place, success is achievable

中国是一个值得努力工作的国家。如果您有合适的产品和人员，成功是必然的

NATIONAL COLLEGE OF IRELAND 爱尔兰国家学院

Third Level Higher Education
高等教育



PROFILE

For 60 years, National College of Ireland has been a leading provider of graduates with the skills and knowledge to meet the existing and emerging needs of the Irish economy. Evolving with the changing employment landscape, the college has built an enviable reputation for excellence in education and for designing programmes that are relevant to the workplace.

Today, National College of Ireland is a third-level education provider committed to advancing knowledge in its specialist areas of business and computing. Full and part-time courses in these areas are offered through the School of Business and the School of Computing. Full-time programmes are covered under the free-fees initiative and the Higher Education Grant Scheme.

简介:

60年来，爱尔兰国家学院一直是为社会输送优秀毕业生的领先供应商，毕业生的技能和知识水平均能满足爱尔兰经济的现有需求和新兴需求。随着就业环境的不断变化和发展，学院在卓越教育和工作相关课程设计方面已积累了令人羡慕的声誉。

如今，爱尔兰国家学院已成为三级教育供应商，致力于促进商业和计算机专业领域的知识累积。这些领域的全日制和兼读制课程由商学院和计算机学院提供。全日制课程还可享有免学费计划和高等教育补助金计划。

Website 网址	www.ncirl.ie
Managing Director 常务董事	Lisa Pan
Number of Employees Globally 全球员工人数:	158
Date of Establishment in China 中国代表处成立日期	Oct 2009 2009年10月
Market Entry Strategy 市场进入战略	Representative Office 设立代表处
Address in China 中国地址	19G, No 728 Middle Xizang Road, Shanghai, China 200001 中国上海西藏中路728号19楼G座, 邮编200001
Employees in China 中国员工	1
Contact Person in China 中国联系人	Lisa Pan 潘丽君 tel. +86-21-63149871, mobile. 13918029722 email. lisa.pan@ncirl.ie
Certificates/Awards 证书/奖项	Higher Education Training and Awards Council – Certificate of Quality Standards for Higher Education – Irish Government Further Education and Training Awards Council - Certificate of Quality Standards for Higher Education – Irish Government Institute of Commercial Management – Approved ICM Teaching and Examining Centre NCI Wins Excellence in Employability Award at gradireland Graduate Recruitment Awards 2013. Award given by Association of Higher Education Career Services (AHECS) 11th April 2013 Irish Times Article by NCI lecturers, David Joyce and Stephan Weibelzahl National College of Ireland's recent "Careers in the Cloud" event highlighted the importance Cloud Computing in Ireland's changing technological landscape. Postgraduate Course of The Year Nominee 2011 - National College of Ireland is delighted to announce that its MSc in Web Technologies has been shortlisted in the 'Postgraduate Course of The Year – IT' category of the gradireland Graduate Recruitment Awards 2011. Public Relations Institute of Ireland, Excellence in Public Relations Award 2009 Newstalk Student Enterprise Competition Overall Winners 2009 高等教育及培训授予委员会 - 高等教育质量标准证书 - 爱尔兰政府 继续教育及培训授予委员会 - 高等教育质量标准证书 - 爱尔兰政府 商业管理学院 - 经认可的ICM教学和考试中心 NCI在gradireland 2013年度毕业生招 聘奖中获得“卓越就业能力奖”。爱尔兰高等教育就业服务协会 (AHECS) 颁发了奖项 2013年4月11日 NCI讲师David Joyce和Stephan Weibelzahl的文章发表在《爱尔兰时报》上 爱尔兰国家学院近期的“云就业”活动突出了云计算在爱尔兰不断变化的技术环境中的重要性。 2011年最佳研究生课程提名 - 爱尔兰国家学院荣幸地宣布, MSc in Web技术已入围“2011年最佳研究生课程 - gradireland IT类” 2011年度研究生招聘奖。 爱尔兰公共关系学院, 2009年卓越公共关系奖 2009年Newstalk学生创业大赛总冠军
Key Export Markets 主要出口市场	India, China, US, other European countries 印度、中国、美国和其他欧洲国家
Key Global Partners/Customers 全球主要合作伙伴/客户	overseas education agent / institutions collaborations 海外教育代理/机构合作单位
Key Partners/Customers in China 中国主要合作伙伴/客户	Hebei University; Dalian University of Foreigner languages; Hubei University, Kunming University. Major overseas education agents 河北工业大学; 大连外国语学院; 湖北大学; 昆明理工大学。 主要的海外教育代理
Biggest Challenge for Market Entry 进入市场的最大挑战	Low awareness of Ireland in general compared to many other countries 相较于其他国家, 爱尔兰教育品牌的知名度普遍较低

NATIONAL UNIVERSITY OF IRELAND MAYNOOTH 爱尔兰国立大学梅努斯

Third Level Higher Education
高等教育



PROFILE

Ireland's fastest growing university with over 8,400 students from over 50 countries.

A tradition of academic excellence in the humanities and sciences tracing back to 1795. Located in Ireland's 'silicon valley', with a medieval castle at the gates of the university – a safe, peaceful and beautiful environment.

The university provides a student-friendly environment within which students can learn and develop, while also ensuring that all students have an experience that will benefit them not just academically

The university boasts one of the best graduate employment records of any Irish university at almost 100%.

简介:

爱尔兰增长最快的大学，拥有8,400多名学生，来自50多个国家。

我校在人文与科学领域的卓越学术传统可追溯至1795年。坐落于爱尔兰的“硅谷”，学校门口伫立着一座中世纪的城堡，打造出一个安全、和平而优美的环境

学校为学生提供适合其学习和发展的良好环境，确保学生的在校经历不仅有利于其学业。

学校拥有爱尔兰大学最佳的毕业生就业记录，几乎达到100%。

Despite the challenges of maintaining market presence in China, the potential rewards are great.

尽管在中国保持市场地位会受到很大的挑战，其潜在的回报是不可估量的。

Website 网址	www.nuim.cn
Managing Director 常务董事	Luna Wu
Number of Employees Globally 全球员工人数:	531
Date of Establishment in China 中国代表处成立日期	2005
Market Entry Strategy 市场进入战略	Build partnerships for the purpose of Joint Degree Programmes, research and student/staff exchange. Develop an agency network for direct student recruitment strategy. 建立合作伙伴关系，以推广联合学位课程、研究和学生/教职员交流。开发代理网络以实行直接招生战略。
Address in China 中国地址	Room 2106, 4th Hua Mao Center, 89 Jian Guo Rd, Chao Yang District, Beijing, China 朝阳区建国路89号华贸中心4号楼2106室, 中国北京
Employees in China 中国员工	less than 10 少于10人
Contact Person in China 中国联系人	Luna Wu tel. +86 10-52036892, email. luna.wu@nuim.cn
Certificates/Awards 证书/奖项	NUIM has strong ties to industry – working with over 50 multinational companies on research projects, providing guest speakers, seminars, internships, and work placements. NUIM is the fastest growing Irish university & the top institution in the Republic of Ireland regarding research income won per academic and has the most successful record in commercialisation of research among all the Irish Universities. 紧密的行业联系 – 与50多家跨国公司合作开展研究项目，提供嘉宾演讲、研讨会、实习和半工半读的机会。 增长最快的爱尔兰大学，每学年科研收入为爱尔兰共和国高等学府之最，并且拥有爱尔兰大学中研究商业化最成功的记录。
Key Export Markets 主要出口市场	NUIM main markets are in order of international student population, USA, China, India, Middle East NUIM 的主要市场按国际学生人数排序分别为美国、中国、印度和中东
Key Global Partners/Customers 全球主要合作伙伴/客户	US Universities, Chinese Universities, Government Agencies 美国的大学、中国的大学、政府机构
Key Partners/Customers in China 中国主要合作伙伴/客户	ChangZhou University, Shanghai University 常州大学, 上海大学

LATEST NEWS:

In March National University of Ireland Maynooth recently obtained from Science Foundation Ireland Strategic and International Cooperation Award (ISCA), and in cooperation with Peking University ISCA research project was officially launched.

最新消息:

同年3月，爱尔兰国立大学梅努斯获得爱尔兰科学基金会国际战略合作奖（ISCA），我校与北京大学合作开展的ISCA科研项目也正式启动。

Biggest Challenge for Market Entry 进入市场的最大挑战	The lack of awareness from the students and parents for Irish education system. The low ranking among world's ranking university. 学生和家長对爱尔兰教育体系缺乏认知。世界大学排名中比较靠后。
Did your experience in China lead you to re-evaluate priority markets within your company? Is so, please share your experience... 您在中国的经验是否使您重新评估公司应优先关注的市场？是的话，请分享您的经验.....	NUIM has always recognized China as one of our key markets and are committed to remaining in the market long term It will be perfect if the Irish Government Sector can build up some relationship with local related bureau such as culture bureau, education bureau and organized more different types of event. NUIM始终将中国作为我们的主要市场之一，并致力于市场的长期开发。 如果爱尔兰政府部门能够与文化局和教育局等当地相关部门建立一些合作关系并组织更多不同类型的活动，将有助于学校的宣传和推广
Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	A number of years 几年

TRINITY COLLEGE DUBLIN 都柏林圣三一学院

Third Level Higher Education
高等教育



Website 网址	www.tcd.ie
Managing Director 常务董事	Provost (President) Professor Patrick Prendergast 校长Patrick Prendergast博士
Number of Employees Globally 全球员工人数:	2,839
Date of Establishment in China 中国代表处成立日期	2005
Market Entry Strategy 市场进入战略	Trinity College Dublin has established relationships with China many of which extend back to the early 1900s. 都柏林圣三一学院早在20世纪初已经与中国建立了合作关系
Address in China 中国地址	Suite 728, Shanghai Centre, 1376 Nanjing Road, Shanghai 200040 上海: 上海市南京西路1376号上海商城728室, 邮编200040
Employees in China 中国员工	1
Contact Person in China 中国联系人	Susan Phillips tel. +353-1-896-4677, email. susan.phillips@tcd.ie
Key Partners/Customers in China 中国主要合作伙伴/客户	Tongji, Fudan, Peking, Tsinghua, Beihang 同济、复旦、北大、清华、北航
Biggest Challenge for Market Entry 进入市场的最大挑战	Language Brand awareness and knowledge of Ireland is still somewhat challenging in the market. 语言 爱尔兰品牌的知名度和认知在市场上仍存在挑战。

PROFILE

Trinity College Dublin, one of Europe's great, historic universities, is world renowned as a centre of teaching and research and is widely considered to be Ireland's most prestigious university. Founded in 1592, TCD continues to be at the cutting edge of research, technology and innovation and offers students unparalleled academic, professional and social opportunities for growth and development.

Situated in the centre of Dublin, Ireland's vibrant capital city and one of Europe's liveliest student hubs, TCD's 47-acre campus boasts technologically advanced libraries, laboratories and IT facilities. Trinity's engagement with China forms a core part of the university's international strategy and the College is actively developing research collaborations and industry partnerships with Chinese institutions and encourages the mobility of staff and students between the two countries

简介:

都柏林圣三一学院是欧洲最伟大和最古老的大学之一，也是举世闻名的教学和科研中心，并被广泛认为是爱尔兰最负盛名的大学。TCD成立于1592年，目前仍然走在科研、技术和创新的最前沿，并且为学生提供了无可比拟的学术、职业和社交成长和发展机会。TCD坐落在都柏林市中心——爱尔兰最有活力的都城和欧洲最有活力的学生中心之一，校园占地47英亩，拥有技术先进的图书馆、实验室和IT设施。

TCD与中国的合作是学院的国际化战略的核心部分，学院目前正在积极推动与中国机构的科研协作和行业合作关系，并鼓励两国的教职员和学生进行交流

Trinity College Dublin is committed to the Chinese education market and our students that attend Trinity College from this region. Chinese students attending Trinity are of the highest academic quality and are successful in their careers and endeavors after graduation.

都柏林圣三一学院致力于为中国教育市场和来自中国的学生提供服务。加入都柏林圣三一学院的中国学生拥有最高的学术质量，毕业后也在各自的职业生涯和事业中取得了成功。

LATEST NEWS:

Trinity College Dublin has signed an MOU with Peking University in March 2013 with the attendance of the Minister for Education Ruairi Quinn on this visit. In addition we have started a student exchange agreement with Tsinghua University and look to further deepen our links with the top universities within China over the next few years.

最新消息:

2013年3月，都柏林圣三一学院与北京大学签署了一份备忘录，教育部部长Ruairi Quinn先生出席了此次活动。此外，我们还与清华大学签订了学生交流协议，并期望在未来几年内进一步加深我们与中国顶尖大学的联系。

UNIVERSITY COLLEGE CORK

科克大学

Third level Higher Education

高等教育



PROFILE

University College Cork is one of Ireland's most prestigious universities. It boasts a vibrant, modern campus with a student experience second to none in Ireland. A learning community where the student is at the heart of everything and the special relationship between student and lecturer is primary to our unique ethos.

University College Cork's inspiring 165 year history is hallmarked by excellence. We aim to build character, fulfil potential and move the human race forward. An ethos that is proudly continued today. Our unique university community is empowered by its focussed ambition to persistently deliver, by remaining on the cutting edge and shaping the world we live in - UCC – A tradition of independent thinking

简介:

考克大学是爱尔兰最负盛名的大学之一。它拥有一个充满活力的现代化校园，为学生创造浓郁的学习氛围，在爱尔兰首屈一指。一切以学生为中心的学习社区以及学生和讲师之间的特殊关系是我们独特理念的主要特征。

考克大学辉煌的165年历史是卓越的象征。我们的目标是培养性格、开发潜能并促进人类进步。这也是我们一直引以为豪的精神理念。我们独特的大学社区可根据其既定的目标持续走在科技最前沿并创造我们所生活的世界——UCC，这也是我们一贯保持的独立思考的传统。

Website 网址	www.ucc.ie
Managing Director 常务董事	Michael B Murphy
Number of Employees Globally 全球员工人数:	c.4,000 约4,000名
Date of Establishment in China 中国代表处成立日期	Recruitment by agents : 2002 Direct Beijing office : 2005 代理商招生: 2002年 北京办事处招生: 2005年
Market Entry Strategy 市场进入战略	Recruitment by Agents, followed by establishment of a Representative Office 代理商, 然后成立办事处
Address in China 中国地址	A009, F10 SOHO Nexus Center, No.19 A, East 3rd Ring North Road, Beijing 北京东三环北路甲19号SOHO嘉盛中心10层A009室
Employees in China 中国员工	less than 10 少于10人
Contact Person in China 中国联系人	Ms. Bei Zhang 张蓓女士 (音译) tel. +86 10 57351085, email. ucc.china@gmail.com
Certificates/Awards 证书/奖项	Ireland's first 'five-star' university UCC Confucius Institute has been awarded 'Confucius Institute of the year 2012' by Hanban (Confucius Institute Headquarters) Winner Ireland's University of the year 2011-2012 by Sunday Times 爱尔兰首个“五星级”大学 UCC孔子学院曾被国家汉办(孔子学院总部)评为“2012年度最佳孔子学院” 被星期日泰晤士报评为“2011-2012年度爱尔兰最佳大学”
Key Export Markets 主要出口市场	Our c. 100,000 alumni are to be found on every continent of the world. 我校约10万名毕业生遍布于世界各大洲。
Key Partners/Customers in China 中国主要合作伙伴/客户	Tengda International Education Group Shanghai University Various chinese universities. 腾达国际教育集团上海大学 全国各大学院

LATEST NEWS:

A MOU has been signed between UCC and Dalian University of Technology, March 2013.

May 1st, 10 visiting scholars coming from BTBU arrived in UCC. As they will stay in UCC for three months, attending research and teaching events engaged with five departments and schools in UCC.

最新消息:

2013年3月, UCC与大连理工大学签署了一份备忘录。

5月1日, 10名BTBU学者抵达UCC。他们将在UCC逗留3个月, 参加UCC五个学院的科研和教学活动。

Did your experience in China lead you to re-evaluate priority markets within your company? If so, please share your experience...

您在中国的经验是否使您重新评估公司应优先关注的市场? 是的话, 请分享您的经验.....

Changed from agency in 2002 to direct representation in 2005 which remains our mode of operation.

我们的运营模式从2002年的代理招生变为2005年至今的直接招生。

University College Cork welcomes more students from China than any other country outside of the United States.

相较于美国之外的其他国家的学生, 考克大学更欢迎来自中国的学生。

UNIVERSITY OF LIMERICK 利默里克大学

Third Level Higher Education
高等教育



PROFILE

University of Limerick was established in 1972 as the National Institute for Higher Education, Limerick and classified as the University of Limerick in 1989. The University is an independent, internationally focused university with over 12,000 students, of whom 13 per cent are international. UL offers a wide range of undergraduate and postgraduate programmes across four faculties: Arts, Humanities and Social Sciences; Education and Health Sciences; Kemmy Business School; and Science and Engineering. The University opened the UL China Office in 2010 allowing the institution to further develop links with university partners in China. At present UL has 13 partner universities in China and offers a range of joint programmes and exchanges.

简介:

利默里克大学 (UL) 成立于1972年, 原名为利默里克国立高等教育学院, 于1989年更名为利默里克大学。这是一所独立的国际大学, 共有12,000多名学生, 其中13%为国际学生。UL下设的四个学院可提供一系列本科和研究生课程: 艺术、人文和社会科学, 教育和健康科学, Kemmy商学院以及科学与工程。学校于2010年开设了UL中国办事处, 从而使其能够进一步建立与中国大学的合作伙伴关系。目前, UL在中国共有13所合作大学, 同时提供一系列的联合课程和交流活动。

Website 网址	www.ul.ie
Number of Employees Globally 全球员工人数:	1300 1,300名
Date of Establishment in China 中国代表处成立日期	2010
Address in China 中国地址	University of Limerick China Office, C612A, Office Building, Beijing Lufthansa Centre, No 50 Liangmaqiao Road, Chaoyang District, Beijing, 100125 CHINA. 利默里克大学中国办事处, 中国北京市朝阳区亮马桥路50号燕莎中心写字楼C612A 邮编: 100125
Employees in China 中国员工	1
Contact Person in China 中国联系人	Ms. Lynn Yang 女士 tel. +86 10 8448 4291, email. lynn.yang@ul.ie
Certificates/Awards 证书/奖项	In 2012/13 The University was listed among the top 100 Young Universities in the world. In a survey of international students in Ireland UL won the awards for Best Student Experience, Best Student Support and Warmest Welcome. 2012/13年, 学校被列入世界年轻大学前100名。 UL在一项针对爱尔兰的国际学生的调查获得了最佳学生体验奖、最佳学生支持服务奖和最热烈欢迎奖。
Key Export Markets 主要出口市场	Education 教育
Key Global Partners/Customers 全球主要合作伙伴/客户	Students, Universities. 学生、大学。
Key Partners/Customers in China 中国主要合作伙伴/客户	Universities/Students 大学/学生

LATEST NEWS:

UL Celebrates 40 years of Innovation with Alumni and Friends in China

As part of the UL40 celebrations, Professor Paul McCutcheon, Vice President Academic and Registrar, hosted over 70 alumni, university partners and friends of UL at two very special events held in Beijing and Shanghai. Alumni are dispersed throughout China in cities that include Beijing, Shanghai, Suzhou and X'ian. UL Graduates are employed across a wide variety of sectors such as education, finance and engineering.

最新消息:

UL与中国校友和朋友共庆40周年办学创新

作为UL40周年庆的一个环节, 保罗·麦卡琴教授、学术副校长和注册主任主持了在北京和上海举行的两场特别活动, 现场共有70多位UL校友、大学合作伙伴和朋友参加。UL校友遍布中国的各个城市, 包括北京、上海、苏州和西安。UL毕业生从事的工作横跨多个领域, 如教育、金融和工程。

Biggest Challenge for Market Entry 进入市场的最大挑战	Size of the market and international competitors within the education sector. 市场规模大和教育领域的国际竞争对手多。
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The Chinese community at the UL is a very important part of internationalisation agenda at UL and we are delighted to be growing our relationship with China and strengthening our partnerships with many third level institutions here

中国社区是UL国际化进程一个非常重要的组成部分, 我们很高兴能够与中国建立并加强与三级机构的合作伙伴关系。

WATERFORD INSTITUTE OF TECHNOLOGY 爱尔兰沃特福德理工学院

Third Level Higher Education
高等教育



PROFILE

Waterford Institute of Technology was established in 1970 and is situated in the south east of Ireland. WIT is now one of Ireland's largest Institutes of Technology with more than 10,000 students and over a thousand staff. WIT offers courses from Undergraduate to doctorate, covering all areas of education and research. Academic courses are offered in humanities, health care, science and information technology, engineering, construction, commerce and education. WIT is a pioneer in the field of scientific research, one of Ireland's leading Higher Education Institutes over the past 10 years, raising more than €107 million euro in external research funding. WIT is committed to providing first-class scientific research, for partners, regional, national and international stakeholders and to cater for industry knowledge exchange.

简介:

沃特福德理工学院成立于 1970 年, 是爱尔兰东南部唯一的综合性大学。作为爱尔兰最大的理工学院之一, 现有超过一万名学生和一千多名教职工。

沃特福德理工学院提供从本科至博士学位, 各个领域的授课教学和研究项目。学术课程的范围涵盖了人文、健康护理、科学与信息技术、工程与建筑, 商业和教育。

沃特福德理工学院是爱尔兰高等教育界中科研领域的先锋之一, 在过去的10年中募集超过了一亿零柒百万欧元的外部研究资金。我校科研的核心精神就是致力于参与研究合作伙伴、区域、国家、国际利益相关者和行业的知识交流。

Website 网址	www.wit.ie
Managing Director 常务董事	President: Dr. Ruaidhrí Neavyn 校长 Ruaidhrí Neavyn 博士
Number of Employees Globally 全球员工人数:	Over 1100 1100 多
Date of Establishment in China 中国代表处成立日期	2012
Market Entry Strategy 市场进入战略	Increase number of Chinese students studying WIT programmes either here in Waterford or on our overseas programmes with partner colleges in China. Expand the range of opportunities for our Irish and domestic students to study and work in China Strengthen and deepen our academic links with key Chinese partners, to enhance opportunities for student and staff exchange and mobility, sharing of curricula and development of research projects. 越来越多的学生正在沃特福德学习WIT的课程或在我们的中国合作伙伴学院学习海外课程。 增加爱尔兰和国内学生在中国学习和工作的各种机会 强化和加深我校与中国主要合作伙伴的学术联系, 增加学生和教职员的交流和流动机会, 从而分享课程和研发项目。
Address in China 中国地址	Suite 728, Shanghai Centre, 1376 Nanjing Road, Shanghai 200040 上海: 上海市南京西路1376号上海商城728室, 邮编200040
Employees in China 中国员工	1
Contact Person in China 中国联系人	Ms. Sunny Li 女士 tel. +021-62798819, email. witechinaoffice@gmail.com
Certificates/Awards 证书/奖项	Higher Certificate, Diploma, Degree, Postgraduate Degree, PhD. 证书、普通学位、荣誉学位、硕士、博士
Key Export Markets 主要出口市场	Saudi, India, China, Brazil, Malaysia, Vietnam 沙特, 印度, 中国, 巴西, 马来西亚, 越南
Key Global Partners/Customers 全球主要合作伙伴/客户	82 European partners from 17 European countries 50 Non-EU partners from 15 Non EU countries 来自17个欧洲国家的82个欧洲合作伙伴 来自15个非欧盟国家的50个非欧盟合作伙伴

Dr. Paul Barry, Executive Head of International Affairs:

'Over the last decade, WIT developed strong links with China and we think it is crucial to have a physical presence in Shanghai to enable us to grow these relationships in a two-way manner. Our goals are to increase the number of Chinese students studying WIT programmes in Waterford and on our overseas programmes with partner colleges in China, to expand the range of work and study opportunities open to Irish and Chinese students and build stronger and deeper links with our Chinese partners which will enhance opportunities for student and staff exchange and mobility, sharing of curricula and the development of research projects.'

国际事务行政主管保罗·巴里博士:

“在过去的十年里, WIT与中国建立了紧密的联系, 因此, 我们认为极有必要在上海设立办事处, 从而使我们能够双向发展这些关系。我们的目标是提高在沃特福德学习WIT课程和在我们的中国合作伙伴学院学习海外课程的中国学生数量, 增加爱尔兰和国内学生的学习和工作机会, 并且与我们的中国合作伙伴建立更深厚的联系, 这将增加学生和教职员的交流和流动机会, 从而分享课程和研发项目。”

FEXCO

Financial Services
金融服务



PROFILE

Ireland's most privately owned financial services company

Over its thirty year history, FEXCO has been a true pioneer and innovator in the broad arenas of Global Payments, Foreign Exchange, Tourism Related Financial Services, Transaction Processing, Managed Business Solutions and Outsourcing.

Through its commitment to innovation, project delivery and customer service, the company has built an enduring, international network of partners and customers through which it delivers its broad range of products and services.

FEXCO occupies market leading positions in a number of geographies and across various products within its portfolio. Its businesses receive regular industry recognition and have received numerous international awards for its contact centres, credit card transaction processing as well as its' foreign exchange activities.

简介:

爱尔兰最私有的金融服务公司

过去30年里, FEXCO一直是全球支付、外币兑换、旅游相关金融服务、交易处理、托管商业解决方案和外包服务这一广阔的领域真正的先锋和创新者。

凭借其对创新、项目交付和客户服务的投入, 公司建立了一个经久不衰的国际合作伙伴和客户网络, 借此提供一系列广泛的产品和服务。

FEXCO在许多地区和众多产品投资域占据市场领先地位。其业务得到了行业认可, 其呼叫中心、信用卡交易处理以及外汇活动获得了众多国际奖项。

Website 网址	www.fexco.com
Managing Director 常务董事	Gavin O'Neill
Number of Employees Globally 全球员工人数:	1800
Date of Establishment in China 中国代表处成立日期	Oct19, 2010 2010年10月19日
Market Entry Strategy 市场进入战略	Set up wholly owned subsidiary in China 在中国设立全资子公司
Address in China 中国地址	Rm5145, Raffles City, 268 Xi Zang Zhong Rd, Shanghai 上海市西藏中路268号来福士广场5145室
Employees in China 中国员工	3
Contact Person in China 中国联系人	Jenny XU tel. 86 21 2312 7629, email. jxu@fexco.com
Certificates/Awards 证书/奖项	PCI – FEXCO DCC & Visitravel ISO – Prize Bonds (ISO/IEC 27001), Carelines (ISO 9001:2008) CCA & CCMA Accreditation – Bord Gáis and SEAI Contact Centre of the Year & Best Customer Experience, Europe (CCA) Best growing contact centre, Ireland (CCMA) Best quality measurement program, Ireland CCMA CCA & CCMA认证 Bord Gáis 和 SEAI 欧洲最佳呼叫中心 & 欧洲最佳客户体验 (CCA) 爱尔兰最佳呼叫中心 (CCMA) 爱尔兰最佳质量测量方案 (CCMA)
Key Export Markets 主要出口市场	Operation in Ireland, the UK, the USA, Asia Pacific, the Middle East and Australia 爱尔兰、英国、美国、亚太地区、中东和澳大利亚
Key Global Partners/Customers 全球主要合作伙伴/客户	Partner with over >30 banks and support over 45,000 merchants worldwide 与30多家银行达成合作, 为全球45,000多家商户提供支持
Key Partners/Customers in China 中国主要合作伙伴/客户	Bank of China 中国银行

LATEST NEWS:

It's most recent corporate transactions include the acquisition of Ireland's leading stock broking firm, Goodbody, in 2011 and a leading UK FX and payments company No1 Currency during 2012.

最新消息:

最新的企业交易包括2011年爱尔兰领先的证券经纪公司古德博迪收购案以及2012年英国一家领先的外汇和支付公司No1 Currency收购案。

Biggest Challenge for Market Entry 进入市场的最大挑战	Brand awareness and localization of the niche product 品牌知名度和专业产品本地化
Did your experience in China lead you to re-evaluate priority markets within your company? Is so, please share your experience...	FEXCO has achieved success in China, it will continue to invest and develop this market FEXCO已经在中国取得成功, 它还将继续投资和开发这个市场
Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	One year 1 年

MONEX FINANCIAL SERVICES

Specialist Provider of Dynamic Currency Conversion and Multi-Currency Pricing
动态货币转换和多货币定价专业提供商



PROFILE

MONEX Financial Services is the leading privately owned global provider of specialist Dynamic Currency Conversion (DCC) solutions and customised Treasury Management services to Banks, Processors, POS and eCommerce Merchants, Independent ATM Operators, VAT Refund and Credit Card Payment companies, worldwide. Operating from HQ in Kerry, Ireland, Monex processes over 119.5million transactions from 45 countries valued in excess of EUR€20Billion (USD\$26Billion) annually.

简介:

MONEX Financial Services是一家为全球银行、处理机、POS机和电子商务商家、ATM独立运营商、增值税退税和信用卡支付公司提供专业的动态货币转换（DCC）解决方案以及定制资金管理服务的领先的私人提供商。Monex总部设在爱尔兰克里，每年为45个国家处理1.195亿笔交易，其价值总额超过200亿欧元（260亿美元）。

Website 网址	www.monexfs.com
Managing Director 常务董事	Frank Murphy CEO
Date of Establishment in China 中国代表处成立日期	2004 – Set up MONEX China 2005 – Established local presence 2004年 – 设立MONEX中国 2005年 – 设立地区驻地
Market Entry Strategy 市场进入战略	Invested in local partnership 建立当地合作伙伴关系
Address in China 中国地址	Room 1304, Jing An China Tower, No.1701 Bei Jing Road (W), Shanghai, China 上海市北京西路1701号静安中华大厦1304室
Employees in China 中国员工	10
Contact Person in China 中国联系人	Shane Harmon tel. +852 9435 8281, email. sharmon@monexfs.com
Certificates/Awards 证书/奖项	First DCC provider worldwide certified PCIDSS compliant 通过PCIDSS合规认证的首个DCC全球提供商
Key Export Markets 主要出口市场	China, Middle East, Europe 中国-中东-欧洲
Key Global Partners/Customers 全球主要合作伙伴/客户	Ryanair瑞安, Hertz赫兹, EMP Middle East, Intelligent Payments, TNS, Cryptologic, Yalamanchili, Fidelio, Servebase, VISA, MasterCard万事达卡, American Express美国运通, Navitare, YourCash, CR2, Tax Free World Wide, Thermeon Worldwide, EVRY, Postilion, UnionPay银联
Key Partners/Customers in China 中国主要合作伙伴/客户	Bank of China (China), Shangri-La, Marriot and Hilton Hotel Groups, Accor Hotel Group, Radisson Hotels & Resorts, SHIJ (Micros) 中国银行（中国）、香格里拉、万豪和希尔顿酒店集团、雅高酒店集团、丽笙酒店和度假村、SHIJ (Micros)

LATEST NEWS:

MONEX recently announced a new partnership with Switch Commerce becoming the first DCC vendor live on ATM

最新消息:

MONEX最近宣布公司与Switch Commerce建立新的合作伙伴关系，成为首个以ATM为主的DCC供应商

Biggest Challenge for Market Entry 进入市场的最大挑战	Language and cultural differences. Ensuring an approach to new relationships with Chinese business counterparts with an attitude of trust, openness, patience, and mutual cooperation 语言和文化差异。确保以信任、开放、耐心和互助为基础与中国的业务合作伙伴建立新关系
Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	18 months 18 月

The influx of international companies and visitors to China has realigned the structure within business from what was previously seen as predominantly export country to now becoming a welcoming market place for previously unavailable products and services. This shift, within the last 10 years has changed the trading landscape in China for International companies such as MONEX and opened a pathway for new service sector business growth.

国际公司和游客的纷纷涌入改变了中国的业务结构——从之前以出口为主的国家变成现在欢迎以前无法获得的产品和服务进入的市场。过去10年里的这种转变改变了MONEX等跨国公司在中国的贸易格局并为新的服务部门业务增长开辟了途径。

TAXBACK.COM

Taxback provide tax return services for people working across borders.

TAXBACK公司为在国外工作的人员提供纳税申报服务。



PROFILE

Taxback.com is a multi-national corporation providing specialist tax return services to private and corporate clients across 100 countries. Established in Dublin in 1996 and led by a team of entrepreneurial business executives, taxback.com has 25 offices worldwide, in Europe, Australasia, the United States and South America, and a staff of over 730. At taxback.com we are not just talk, we have the facts to back up our statements: 268,000 income tax returns processed annually, 20,000 VAT claims processed annually, managing a document value of €130 million, 730 staff dedicated to client support, 25 offices in 20 countries, 22 languages spoken in-house, 16 countries for income tax refunds, 41 countries for VAT reclaims.

简介:

Taxback.com公司是一家专为个人和企业客户提供专业税收申报服务的跨国企业，业务遍及100个国家。公司于1996年成立于爱尔兰首都都柏林，由企业运营管理团队领导。公司在全球设立了25个办事处，包括欧洲、澳大利亚、美国和南美洲，员工人数超过730名。我们用事实支持我们的说法：每年268000例所得税申报，每年20000例增值税申报，经手账面价值1.3亿欧元，730名员工竭诚为客户提供优质服务，25个办事处遍及20个国家，公司内部有22种交流语言，16个国家的所得税退款，41个国家的增值税回收。

Website 网址	www.taxback.com
Managing Director 常务董事	Fidelma McGuirk
Number of Employees Globally 全球员工人数:	730
Date of Establishment in China 中国代表处成立日期	2011
Market Entry Strategy 市场进入战略	WFOE set up following time in EI incubator in Beijing. 下一步在北京爱尔兰贸易与科技局孵化园设立外商独资企业
Address in China 中国地址	Beijing, Room 539, South Block, Tower C, Raycom InfoTech Park, No.2 Kexueyuan South Road, Haidian District, Beijing 100190, China 北京市海淀区科学院南路2号融科资讯中心C座南楼539室，邮编100190
Employees in China 中国员工	5
Contact Person in China 中国联系人	Nannan Yang (北京) tel.861059822293, email. info@taxback.com
Certificates/Awards 证书/奖项	Deloitte Gold Standard Award 2013, Gold Finalist in the Nokia Digital Media Awards, Deloitte Best Managed Company 2012/11/10, Business & Finance US Award, HSBC European Business Awards, ISO Quality Accreditation 2013年度德勤金奖，诺基亚数字媒体大赛金牌决赛选手，2012/11/10年度德勤最佳托管公司，美国商业金融奖，汇丰银行欧洲商业奖，ISO质量认证
Key Export Markets 主要出口市场	Australia, Belgium, Canada, China, Denmark, France, Germany, Gibraltar, Ireland, Japan, Luxembourg, Netherlands, United Kingdom, United States of America 澳大利亚、比利时、加拿大、中国、丹麦、法国、德国、直布罗陀、爱尔兰、日本、卢森堡、荷兰、英国、美国。
Key Global Partners/Customers 全球主要合作伙伴/客户	Our global partners include VISA Europe, Concur Technologies Inc., Barclaycard Bank, Saongroup.com, CIEE and Informa. 我们的全球合作伙伴包括VISA欧洲、Concur技术公司、巴克莱银行、Saongroup.com、CIEE和Informa。
Key Partners/Customers in China 中国主要合作伙伴/客户	Sino Euro International Cultural Exchange China Service Center For Education Exchange AUG Global Network 中欧国际文化交流中心 中国教育交流服务中心 AUG全球网

LATEST NEWS:

In 2010, Taxback.com was the first tax agent in Ireland to receive the ISO 9001 quality hallmark. After reviewing our system, staff and operations, Taxback.com has once again become ISO certified for the 2013 year.

最新消息:

2010年，Taxback.com成为爱尔兰首家获得ISO 9001质量认证标志的企业。在重新接受公司体系、员工和运营检查后，Taxback.com再次获得2013年度ISO 9001认证。

Biggest Challenge for Market Entry 进入市场的最大挑战	Chinese Regulatory requirements associated with WFOE. 中国监管机构对外商独资企业的要求。
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Nothing is easy, but nothing is impossible.

没有简单的事，但一切又皆有可能。

GLANBIA PLC 哥兰比亚有限公司

International nutritional Solutions and
Cheese Group

国际营养解决方案和奶酪集团



Website 网址	http://www.glanbia.com/
Managing Director 常务董事	John Moloney, Group Managing Director and Group MD Designate, Siobhan Talbot 集团常务董事约翰·莫洛尼及 Siobhan Talbot 候任常务董事
Number of Employees Globally 全球员工人数:	4,900
Date of Establishment in China 中国代表处成立日期	Glanbia has traded with China for many years and by the 1990s had a strong customer base established. In 2005 Glanbia opened its first Asia-Pacific Office in Shanghai, and in 2008 it commissioned its premix plant in Suzhou, Jiangsu Province. 自20世纪90年代, 哥兰比亚已在中国开展业务多年并积累了强大的客户基础。哥兰比亚于2005年在上海开设了首个亚太区办事处, 并于2008年启用其设在江苏省苏州市的预混料工厂。
Market Entry Strategy 市场进入战略	Representative Office 代表处
Address in China 中国地址	Shanghai Representative Office: Suite 2101-2102, World Trade Tower, 500 Guangdong Road, Shanghai, 200001, PR China. 上海代表处: 2101-2102室, 世界贸易大厦 广东路500号, 上海, 200001, 中国。
Region 深圳	<ul style="list-style-type: none"> • Headquartered in Shanghai • Premix Plant in Suzhou, Jiangsu Province • Sales team throughout China • 总部设在上海 • 预混料工厂设在江苏省苏州市 • 销售团队遍及整个中国
Employees in China 中国员工	75
Contact Person in China 中国联系人	Ciarán T Gallagher tel. +86 (0) 21 6341 1155 email. ctgallagher@glanbia.com

PROFILE

Glanbia plc is an international nutritional solutions and cheese group, headquartered in Ireland. Glanbia is listed on the Irish and London Stock Exchanges (Symbol: GLB). The Group has two core divisions, Global Ingredients and Global Performance Nutrition – and as such has strong global market positions (the number one producer of American Style Cheddar cheese, the number one global marketer of whey protein and the number one global sports nutrition brand family)

In addition the Group has a number of Joint Ventures & Associates, and two Irish businesses, a Consumer Products business and an Agribusiness.

Glanbia has over 4,900 employees worldwide and has manufacturing and processing facilities in seven countries and sales/technical support locations in 14 countries.

After many years exporting to the region, Glanbia opened its first Asia Pacific office in Shanghai in 2005. In 2008 it commissioned the premix plant in Suzhou, Jiangsu Province, where it blends vitamins, minerals, amino acids and other micronutrients to provide the key nutritional components of a range of customer products. Glanbia is a trusted supplier of high quality dairy ingredients such as lactose, lactoferrin, milk calcium and whey protein concentrates and isolates to major Chinese and MNC customers in infant nutrition, clinical nutrition, beverages, bakery, sports nutrition, dairy products and more.

简介:

哥兰比亚有限公司是一家国际性的营养品解决方案和奶酪集团, 总部设在爱尔兰。哥兰比亚已在爱尔兰和伦敦证券交易所(代码: GLB)上市。集团共有两大核心部门——全球原料和全球功能营养品, 公司因此占据强大的全球市场地位(美式切达奶酪头号生产商、乳清蛋白全球头号销售商以及全球头号运动营养品品牌家族)

此外, 集团还拥有: 多家合资企业和关联企业、两家爱尔兰企业、一家消费品企业和一家农业企业。

哥兰比亚全球员工人数超过4,900名, 并在7个国家设有生产和加工设施, 14个国家设有销售/技术支持网点。

凭借其多年出口至该地区的经验, 哥兰比亚于2005年在上海开设了首家亚太区办事处。它于2008年启用了设在江苏省苏州市的预混料工厂, 主要用于混合维生素、矿物质、氨基酸和其他微量营养素, 从而为一系列客户产品提供主要营养成分。哥兰比亚是一家值得信赖的优质乳制品原料供应商, 如为婴幼儿营养、临床营养、饮料、糕点、运动营养品、奶制品等领域的中国和跨国公司主要客户提供乳铁蛋白、乳糖、乳钙以及乳清蛋白浓缩物和分离物。

IRISH DAIRY BOARD COOPERATIVE LIMITED

Exporter of Irish Dairy Products, both as consumer products under the Kerrygold brand and to leading food manufacturers buying our ingredients.

爱尔兰乳制品出口商，不仅是金凯利品牌旗下的消费品，而且也是领先食品制造商的原料供应商。



Website 网址	www.idb.ie / www.kerrygold.com
Managing Director 常务董事	Kevin Lane
Number of Employees Globally 全球员工人数:	4,000
Date of Establishment in China 中国代表处成立日期	2007
Market Entry Strategy 市场进入战略	Distribute Kerrygold through a network of distributors around China Direct sell ingredients to leading beverage, bakery and dairy product companies. 通过分销商网络将金凯利分销至全国各地 将原料直接销售给领先的饮料、面包和乳制品公司。
Region 深圳	Beijing, Shanghai, Shenzhen 北京、上海和深圳
Employees in China 中国员工	5
Contact Person in China 中国联系人	Stephen Browne tel. +86 139 029 71161 email. Sbrowne@idb.ie Hao Yu tel. +86 1391 176 3058
Key Export Markets 主要出口市场	#2 cheese brand in UK, #1 butter brand in Germany, USA, Africa, Middle east 英国2号奶酪品牌，德国、美国、非洲和中东1号黄油品牌
Key Partners/Customers in China 中国主要合作伙伴/客户	Metro, Carrefour, Sams Club 麦德龙、家乐福和Sams Club
Biggest Challenge for Market Entry 进入市场的最大挑战	Finding the right staff and local partners. 找到合适的员工和当地合作伙伴。
Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	5 years 5年

PROFILE

Pioneer in emerging markets: The IDB has an unparalleled reputation worldwide for developing new markets. Since its inception it has sought and successfully secured markets for its consumer and food ingredients portfolio and today has a presence in over 80 markets around the globe. Continually assessing new market opportunities, and differing product formats, and as part of its strategic initiative to develop even more routes to market for the growing volume of Irish dairy products into the future, the IDB has opened sales offices in China, Russia and the United Arab Emirates . It also launched a new milk powder range under the Kerrygold banner in Algeria in 2009.

Financial track record: Since its inception the Irish Dairy Board has consistently delivered in terms of turnover and profit. Between 2004 and 2008, the Irish Dairy Board saw its turnover increase from €1.8bn to €2.1bn, with operating surpluses ranging from €24m to €43m. The financial stability of the Board is key to the continued success of the Irish dairy industry.

简介:

新兴市场的先锋: IDB因开发新市场而赢得了举世无双的声誉。自成立以来，公司一直在寻求市场机会并通过消费者和食品原料组合成功取得了市场，如今已在全球80多个市场设立了驻地。不断评估新的市场机会，改变产品形式，并且，作为其战略计划的一部分，开发更多进入市场的渠道，从而提高爱尔兰奶制品的市场份额，IDB已在中国、俄罗斯和阿联酋设立了销售办事处。它还于2009年在阿尔及利亚推出了金凯利旗下新的奶粉产品。

财务纪录: 自公司成立以来，爱尔兰奶业委员在营业额和利润方面一直保持着良好的记录。2004年至2008年期间，爱尔兰奶业委员会的营业额从18亿欧元增长到21亿欧元，营业盈余为2400万欧元至4300万欧元。爱尔兰奶业委员稳定的财务状况是爱尔兰乳制品行业持续取得成功的关键。

Have people on the ground. You cannot succeed in China without good local partners. If you are not happy with your partners, decide quickly whether its better to train them up or switch them. Tailor your products for the local market, find alternative sales channels.

市场竞争非常激烈。如果没有优秀的当地合作伙伴，您将无法在中国取得成功。如果您对您的合作伙伴感到不满意，尽快决定是对他们进行培训还是更换合作伙伴。为当地市场定制产品，找到备选的销售渠道。

KERRY INGREDIENTS & FLAVOURS CHINA KERRY凯瑞配料中国

Kerry Ingredients & Flavours develops, manufactures and delivers innovative taste systems, functional and nutritional ingredients and integrated solutions for the food, beverage and pharmaceutical markets.

凯瑞配料为食品、饮料和医药市场研发、制造并提供创新的味觉系统、功能性和营养性原料以及综合解决方案。



Website 网址	www.kerry.com
Managing Director 常务董事	Edmond Scanlon, Business President 业务总裁爱德蒙·斯坎伦
Number of Employees Globally 全球员工人数:	Kerry Ingredients & Flavours China is part of the global Kerry Group organization which employs 24,000 people throughout the world. 凯瑞配料是全球化组织凯瑞集团的一部分，全球员工人数达到24,000人。
Date of Establishment in China 中国代表处成立日期	1999
Market Entry Strategy 市场进入战略	The Group established its first sales office in China in 1999 and commenced development of customer partnerships in China. Since 2005 the Group has continued to expand its operations and manufacturing footprint in China having acquired four individual businesses. In 2007 the business opened a Commercial and Technical Centre in Shanghai and in 2013 significantly expanded the R&D facilities at this Centre. 该集团于1999年在中国设立了第一家销售办事处，并开始在中国发展客户合作关系。自2005年以来，该集团收购了四个独立的企业，以继续扩大其在中国的运营和生产足迹。公司于2007年在上海设立了商业和技术中心，并于2013年显著扩大了该中心的研发设施。
Address in China 中国地址	4th Floor, Building No. 92, 1122 Qin Zhou Bei Road, Caohejing Hi-Tech Park Shanghai 200233, People's Republic Of China 中国上海市钦州北路1122号漕河泾高科技园区4层92号楼 邮编: 200233
Employees in China 中国员工	approximately 300 约300
Contact Person in China 中国联系人	Edmond Scanlon tel. +86 21 5426 5333

PROFILE

Kerry Group today is a world leader in food ingredients and flavours serving the food and beverage industry.

Headquartered in Tralee, Ireland, the Group employs over 24,000 people throughout its manufacturing, sales, technology and application centres across Europe, North America, South America, Australia, New Zealand and Asian Markets.

Kerry supplies over 15,000 food, food ingredients and flavour products to customers in more than 140 countries worldwide. The Group has established manufacturing facilities in 25 different countries and international sales offices in 20 other countries across the globe.

Kerry has grown to become the largest and most technologically advanced manufacturer of ingredients & flavours in the world. The Group supplies the 'who's who' of the global food, beverage and foodservice industries and in recent years has also developed strong links to the pharmaceutical industry. Kerry excels in value creation for its customers through integrated customer-focused development programmes and unrivalled innovation.

In the year ending 31 December 2012, Kerry reported Group sales of €5.8 billion, trading profit of €555m and adjusted earnings per share of 237.6 cent. European markets accounted for 570% of Group sales, while sales to American markets and Asia Pacific markets represented 31% and 12% of total Group sales respectively.

简介:

如今，凯瑞集团已成为食品和饮料行业世界领先的食物原料和调料提供商。

集团总部设在爱尔兰特拉利，拥有24,000多名员工，遍布欧洲、北美、南美、澳大利亚、新西兰和亚洲市场的制造、销售、技术和应用中心。

凯瑞为全球140多个国家的客户提供15,000多种食品、食品原料和调料产品。集团已在25个不同的国家建立了生产设施，并在全球20个其他国家设立了国际销售办事处。

凯瑞已发展成为在世界上规模最大、技术最先进的配料和调料生产商。该集团丰富着全球食品、饮料和食品服务行业的名人录，近年来还与医药行业建立了强有力的联系。凯瑞通过以客户为中心的综合发展计划和无与伦比的创新精神为客户提供增值服务。

凯瑞报道，截至2012年12月31日，集团销售额为58亿欧元，销售毛利为5.55欧元，调整后每股收益为237.6美分。欧洲市场占集团总销售额的570%，而美国市场和亚太市场的销售额分别占集团总销售额的31%和12%。

LUCAS PROMOTIONS LTD.

Luxury packaging and bespoke product design, development & production, bringing international design and brand experience to Chinese drinks companies.

豪华包装和定制产品设计、研发与生产，为中国的饮料公司带来国际化的设计和品牌体验。



Website 网址	www.lucaspromotions.com
Managing Director 常务董事	Linda Lucas
Number of Employees Globally 全球员工人数:	25
Date of Establishment in China 中国代表处成立日期	2008
Market Entry Strategy 市场进入战略	Direct presence 直销
Address in China 中国地址	619, Huafeng Tech & Commercial Building, XinAn 6th Road, Baoan 82nd District, Shenzhen, China, 518100 深圳市宝安82区,新安六路,华丰科技商贸大厦619室
Region 深圳	Lucas Promotions Ltd. is based in Shenzhen, China and in Ireland. Lucas Promotions Ltd.总部设在中国深圳和爱尔兰。
Employees in China 中国员工	10
Contact Person in China 中国联系人	Declan Lucas tel. +86-755-29169436 / +86 1501 2555 352 email. declan@lucaspromotions.com
Key Export Markets 主要出口市场	Europe, USA, Middle East. 欧洲、美国和中东。
Key Partners/Customers in China 中国主要合作伙伴/客户	Pernod Ricard, Craft Foods, Covidien plc, Britvic Soft Drinks, Bayer 保乐力加、卡夫食品、Covidien plc、布里特维奇软饮和拜耳
Did your experience in China lead you to re-evaluate priority markets within your company? Is so, please share your experience...	Our experience in China has helped us reach out to a broader market. 我们在中国的经验有助于我们进入更广阔的市场
您在中国的经验是否使您重新评估公司应优先关注的市场？是的话，请分享您的经验.....	

PROFILE

Lucas Promotions Ltd. is an experienced supplier of luxury packaging and a proven and trusted supplier to many international brands including Jameson, Chivas, Ballantines, Glenlivet, Havana Club, Beefeater, Malibu, Heineken, 7UP, Gatorade, Lipton and Pepsi. We are Preferred Supplier to Pernod Ricard, Britvic Soft Drinks, Cadbury, Covidien plc, and Bayer. We supply luxury packaging and bespoke products to our customers in Europe, USA and the Middle East. Our team, based in Ireland and Shenzhen, is made up of experienced account managers, technicians, engineers, designers, product developers, prototypers, project managers, QC and logistics staff.

简介:

Lucas Promotions Ltd.是一家经验丰富的豪华包装供应商，也是许多国际知名品牌认可和信赖的供应商，包括尊美醇、芝华士、百龄坛、格兰利威、哈瓦那俱乐部、必富达、马里布、喜力、七喜、佳得乐、立顿和百事。我们同时还是保乐力加、布里特维奇软饮、吉百利、Covidien plc和拜耳的首选供应商。我们为欧洲、美国和中东的客户提供豪华包装和定制产品。我们在爱尔兰和深圳的团队由经验丰富的客户经理、技术人员、工程师、设计师、产品开发人员、原型设计师、项目经理、质量控制和物流人员组成。

12 years of experience working and manufacturing in China, coupled with our extensive knowledge of the international drinks industry, has identified potential opportunities to market our services to the Chinese drinks industry.

在中国工作和生产12年的经验和我们丰富的国际饮料行业知识为我们带来了将我们的服务引入中国饮料行业的潜在机会。

MARCO BEVERAGE SYSTEMS

麦可热饮设备有限公司

Manufacturers of the highest standard of hot water delivery equipment and coffee brewing equipment

最高标准的热水供应设备和咖啡冲泡设备制造商。



PROFILE

Marco Beverage Systems Ltd is a leading Irish hot water deliver systems company specialising in providing hot water delivery systems, creative ideas and solutions to coffee and tea brewers in the Food & Beverage Industry around the world. We offer a wide range of equipment and services, including: Boilers, Brewers, Coffee Grinders, Water Filter Systems, Bespoke Tea and Coffee Making equipment. Our main market clientele are the hotel, restaurant and catering industry, the coffee industry and the tea industry around the world. We have a global reach with manufacturing plants in China and Dublin and our products are sold around the world on a daily basis. We have grown throughout the recession and have grown to a staff of 73 from 50 in the last 3 years.

简介:

马可热饮设备有限公司是爱尔兰一家领先的热水供应系统公司，专注于提供热水供应系统，为全球食品和饮料行业中的咖啡和茶制造商提供创意和解决方案。我们提供一系列设备和服务，包括：热水器、冲泡设备、咖啡研磨机、水过滤系统、定制茶和咖啡制造设备。我们的主要市场客户包括全球范围内的酒店、餐厅和餐饮业，咖啡和茶行业。我们在中国和爱尔兰的都柏林设有生产工厂，产品畅销全球市场。我们已从经济衰退中复苏，员工人数已从3年前的50名增加到73名。

Website 网址	www.marco beveragesystems.com
Managing Director 常务董事	Drewry Pearson
Number of Employees Globally 全球员工人数:	73
Date of Establishment in China 中国代表处成立日期	2005
Market Entry Strategy 市场进入战略	Build awareness of the Marco brand and products available in China. Partake in trade shows and exhibitions. Ensure that our positioning is China friendly. 提高马可品牌和产品在中国的知名度，参加行业展会，确保我们中国友好的定位。
Address in China 中国地址	Suite 1052, China Hotel Business Tower, Guangzhou, PRC China. 中国大酒店商务楼1052室广东省广州市
Employees in China 中国员工	4
Contact Person in China 中国联系人	Lynn Choi tel. +86 20 8626 6939 Email. lynn.choi@marco.ie
Certificates/Awards 证书/奖项	NSF approved, ISO 9001 certification, UL approved, Lifetime members of the SCAE, Beverage standards association lifetime members, SCAE lifetime members, Repak certified. NSF认证, ISO 9001认证, UL认证, SCAE终身会员, 饮料标准协会终身会员, SCAE终身会, Repak终身会员
Key Export Markets 主要出口市场	UK, EU, Russia, Middle East, USA, Australia 英国, 欧盟, 俄罗斯, 中东, 美国, 澳大利亚
Key Global Partners/Customers 全球主要合作伙伴/客户	Auto Bar, Coffee mania, La Marzocco, Costa
Key Partners/Customers in China 中国主要合作伙伴/客户	Various 很多

LATEST NEWS:

Marco has just announced the launch of a stylish new range of pour over coffee makers, 'BRU'. We also took part in Europe's biggest coffee show in June; The World of Coffee, Nice. This follows on from several successful shows for ourselves and our partners including SCAJ and HOFEX.

最新消息:

公司刚刚宣布推出一款名为“BRU”的时尚虹吸式咖啡壶系列。我们计划在六月份参加欧洲最大的咖啡展：尼斯，咖啡的世界。在此之前，我们还将为我们自己和我们的合作伙伴举办多场成功的展示，其中包括SCAJ和HOFEX。

Biggest Challenge for Market Entry 进入市场的最大挑战	Certification is a key barrier that must be overcome. 认证是我们必须克服的障碍。
Did your experience in China lead you to re-evaluate priority markets within your company? Is so, please share your experience...	It is clear to us that the Far East are markets of growth but it's not just China that this encompasses. We are focusing our resources on developing these markets despite the many challenges that are present in terms of market entry and doing business. 对我们来说，远东显然是个快速增长的市场，但是不局限于中国。我们集中资源开发这些市场，尽管目前在市场准入和业务开展方面面临许多挑战。
Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	China requires a significant number of pre-requisites which makes it difficult to assess the timescale of generating a return on investment. 中国市场需要满足很多先决条件，所以很难估计投资产生回报的时间。

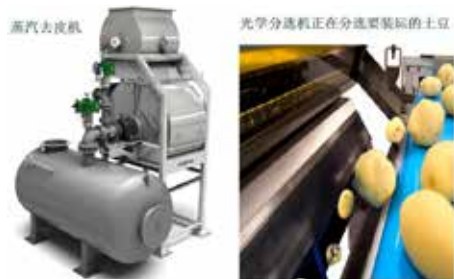
China is a dynamic, fascinating and rapidly growing market. Getting in early will hopefully give us a market advantage but getting in early requires many challenges to be overcome

中国是一个动态、迷人和快速发展的市场。率先进入该市场会给我们带来一定的竞争优势，但在早期需要克服许多挑战

TOMRA SORTING (ODENBERG) 陶朗分选

Food quality and Food Assurance

食品安全和保障系统



PROFILE

TOMRA Sorting (Odenberg) is supplying Optical/Sensor sorting and Process Analytic solutions for quality and safety assurance in the food industry. Our solutions are for the meat, fruit and vegetable sectors (potato, dried fruit, fruit, carrot beef, pork, etc). We pursue technological leadership strategy and are suppliers to 6 of 10 largest global food companies. Our solutions are used to produce approx. 75% of French fries produced globally. We have produced the world first inline system to detect horse meat within beef in addition to real-time analysis of fat, protein and moisture levels within the meat stream. We are also the world's largest potato, tomato and peach sorting company. Odenberg was established in 1968 and became part of TOMRA Sorting in 2011. With TOMRA have locations across 16 countries.

简介:

陶朗分选 (Odenberg) 为食品行业提供光学/传感器分选与加工分析解决方案, 从而保证食品质量和安全。我们的方案针对的是肉类、水果和蔬菜领域 (马铃薯、干果、水果、胡萝卜、牛肉、猪肉等)。我们追求行业前沿科技, 全球10大食品公司中有6家选择我们作供应商。我们的设备完成了全球约75%的薯条生产。我们还生产了世界上第一条联机肉类检测分析系统, 比如在牛肉主流系统对肉类脂肪、蛋白质和水分的实时分析, 检测出牛肉中的马肉。我们也是世界上最大的马铃薯、西红柿和桃子光学分选设备供应商。Odenberg建于1968年, 2011年并于TOMRA陶朗分选。TOMRA现有分公司遍布全球16个国家。

Website 网址	www.tomrasorting.com & www.odenberg.com
Managing Director 常务董事	Sean Slevin – Asian Director; Ashley Hunter, Global Business Director
Number of Employees Globally 全球员工人数:	Activities since 2007; Physical presence since 2011
Date of Establishment in China 中国代表处成立日期	2400
Market Entry Strategy 市场进入战略	TOMRA acquired Belgian company (BEST) with local presence and we built up the sales, service, supports and marketing team. TOMRA收购了BEST公司, 并组建了中国本地的销售、服务、技术和营销团队。
Address in China 中国地址	First Floor, Building 9, Binwen Road No.95, Binjiang District Hangzhou city, 310052, Zhejiang Province, China 中国浙江省杭州市滨江区滨文路95号9幢一层 邮编: 310052
Employees in China 中国员工	11
Contact Person in China 中国联系人	Tommy Deyun YU 余德云 tel. +86 182 5716 8167 email. Tommy.deyunyu@tomra.com
Key Export Markets 主要出口市场	North America, UK, France, Italy, Netherlands, Germany, Belgium...
Key Global Partners/Customers 全球主要合作伙伴/客户	Heinz, Monsanto, Lamb Weston, Simplot, McCain, PepsiCo, Aviko, Nestle, Glanbia, Conagra foods, Tyson, Cargill-Del Monte, Dole, Baxters, Michael Foods, Birds Eye, Farm Frites Tesco, Carrefour, Walmart, M&S 亨氏食品, 孟山都, 辛普劳, 麦肯, 百事, 爱味客, 雀巢, 哥伦比亚, 康尼格拉, 泰森, 嘉吉公司, 迈克尔食品, 乐购, 家乐福, 沃尔玛, 马莎百货食品
Key Partners/Customers in China 中国主要合作伙伴/客户	Simplot, McCain, PepsiCo, Aviko, Xisen, Snowvalley, Landun Xumei, Tianshan Forestry, Fuxin Zhenlong-Sensient-Qingdao Foodlink etc. 辛普劳, 麦肯, 百事, 爱味客, 希森, 雪川, 蓝顿旭美, 新疆天山林, 阜新振隆, 森馨, 青岛福德龙等等。

LATEST NEWS:

*We have just gone live with Chinese language website.
<http://www.odenberg.com/zh-hans/>*

Biggest Challenge for Market Entry 进入市场的最大挑战

Our value proposition is challenged when addressing the large high mid market. Most of these customers have lower volumes and more variety and we substitute manual labour. Many of the applications here are different / different requirement to the West.

在进军大型中高端市场时, 我们的价值定位受到挑战。大部分客户生产量偏低, 原料差异性明显, 故分选作业主要仍是由人工进行。这里对于许多应用设备的要求与西方不同。

Did your experience in China lead you to re-evaluate priority markets within your company? Is so, please share your experience...

您在中国的经验是否使您重新评估公司应优先关注的市场? 是的话, 请分享您的经验.....

We see local competitors who serve the low to middle market quickly develop their technological competency. We need to localize our offer both for price and function to be competitive in this segment and head off the future challenge.

我们看到服务中低端市场的本土竞争对手, 在快速地完善他们的科技。要在这一领域保持竞争优势, 消除未来困难隐患, 我们需要在价格和功能方面本土化我们的供给。

Time taken for the Chinese market to generate a return on investment:
中国市场产生投资回报所需的时间

Luckily within 1- 2 years due to existing sales
从目前的销售情形判断, 在未来1-2年内

*Adopt – very different to West in mindset and approach. We need the ability to be patient, high level of communications required and flexibility when needed.
But be true to your standards.*

报价采取不同的方式——由于心态习惯和方法与西方大不相同。我们需要足够的耐心和卓越的沟通技巧, 并在必要时灵活变化。但必须信守自己的准则。

AFILIAS TECHNOLOGIES LIMITED AFILIAS科技有限公司

Internet Infrastructure – domain registry, managed DNS, mobile web

互联网基础设施 – 域名注册、DNS托管、移动网络

PROFILE

Afilias provides registry and DNS services for more than 21 million domains, including seven million .INFO domains and one million .MOBI domains registered worldwide. In addition, Afilias supports .ORG, .AERO, .ASIA, .PRO, .AG (Antigua and Barbuda), .BZ (Belize), .GI (Gibraltar), .IN (India), .LC (St. Lucia), .ME (Montenegro), .MN (Mongolia), .SC (the Seychelles), .VC (St. Vincent and the Grenadines) and .XXX.

In addition dotMobi, the mobile technology division, develops intelligent tools and solutions that leverage device and medium capabilities to enable contextual publishing across all connected mobile devices on the Web. We are the people behind DeviceAtlas®, the world's leading device detection platform and the goMobi™ mobile website publishing platform; a SaaS service which provides companies with an easy path to include mobile websites in their online products.

简介:

Afilias为2100多万域名提供注册和DNS服务，其中包括全球范围内注册的700万个.INFO域名和100万个.MOBI域名。此外，Afilias还支持.ORG, .AERO, .ASIA, .PRO, .AG (安提瓜和巴布达), .BZ (伯利兹), .GI (直布罗陀), .IN (印度), .LC (圣卢西亚), .ME (黑山), .MN (蒙古), .SC (塞舌尔), .VC (圣文森特和格林纳丁斯) 和.XXX。

此外，我们的移动技术部门dotMobi研发出了智能的工具和解决方案，可利用设备和介质的能力来实现所有连接在网络上的移动设备的关联性发布。我们为DeviceAtlas、世界领先的设备检测平台以及goMobi™移动网站发布平台提供支持；我们还提供SaaS服务，为企业将移动网站列入在线产品的捷径。

Website 网址	www.dotmobi.com, www.afilias.info
Managing Director 常务董事	Hal Lubsen
Number of Employees Globally 全球员工人数:	220
Date of Establishment in China 中国代表处成立日期	26 November 2007 2007年11月26日
Address in China 中国地址	Suite 35, 10th Floor, Twin Towers (East) B12 JianGuoMenWai Avenue, Beijing 100022, China 中国，北京市建国门外大街B12号 双子座大厦（东）10层1035室，邮编100022
Employees in China 中国员工	2
Contact Person in China 中国联系人	Kun Qian or Qingxi Wang tel. +86 (10) 51235068 email. kunq@afilias.info or qwang@afilias.info
Certificates/Awards 证书/奖项	NA
Key Export Markets 主要出口市场	USA, Europe 美国、欧洲
Key Global Partners/Customers 全球主要合作伙伴/客户	ICANN, W3C, GSMA, Godaddy, eNom, Tucows,
Key Partners/Customers in China 中国主要合作伙伴/客户	HuaRui, Hi China, Panguso, China Mobile 华瑞、Hi China、盘古搜索、中国移动
Biggest Challenge for Market Entry 进入市场的最大挑战	Licensing, Abundance of "free" competitive offerings, Copyright (right to copy) 许可申请、大量“免费”竞争产品和版权（复制权）。
Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	China is more a strategic decision than an immediate financial ROI proposition. 与其将中国定位成能够立即获得财务投资回报的地方，不如说中国是制定战略决策的地方。



ALTOBRIDGE

Specialists in technology that cuts mobile operators' costs of delivering mobile voice traffic and mobile broadband content to consumer devices

专门提供可用于降低移动运营商为消费者设备提供移动语音通信和移动宽带业务的成本的技术



PROFILE

Since 2002, Altobridge has developed wireless network solutions that reduce network operating costs in the delivering of mobile voice, mobile broadband and big data services. Central to this lie a series of patented and patent-pending technologies namely; Altobridge Data-at-the-Edge™, Local Connectivity™ (local voice switching) and Split Architecture™ (transmission and power optimization), all of which, drive down communications delivery costs for mobile network operators by reducing backhaul and power consumption costs. Altobridge solutions are deployed and operational in over 30 countries worldwide.

简介:

自2002年以来, Altobridge已研发出可用于降低提供移动语音、移动宽带和大数据服务的网络运营成本的无线网络解决方案。其核心是一系列已获专利和正在申请专利的技术,即Altobridge Data-at-the-Edge™, Local Connectivity™ (本地语音切换) 和Split Architecture™ (传输和电源优化), 所有技术通过减少回传和功耗成本降低了移动网络运营商的通信服务交付成本。Altobridge解决方案在全球30多个国家部署和运营。

Website 网址	www.altobridge.com
Managing Director 常务董事	Mike Fitzgerald, CEO 首席执行官迈克·菲茨杰拉德
Number of Employees Globally 全球员工人数:	140
Date of Establishment in China 中国代表处成立日期	2009
Market Entry Strategy 市场进入战略	Direct to Mobile Network Operators and Mobile Data Content Providers 直接联系移动网络运营商和移动数据业务提供商
Address in China 中国地址	Altobridge (Shenzhen) Ltd. Unit B, 11/F, EVOC Technology Building 31 Gaoxin Central 4th Avenue, Hi-Tech Park, Nanshan Shenzhen, 518057, China 宇宙桥通信(深圳)有限公司 中国深圳市南山区高新中四道31号 高新高科技科技园 研祥科技大厦11楼B单元, 邮编 518057
Employees in China 中国员工	39
Contact Person in China 中国联系人	SB Chan tel. +86 755 2606 2028 email. info@altobridge.com
Certificates/Awards 证书/奖项	Wall Street Journal Technology Innovation Awards – Winner Wireless Category 2011 World Economic Forum Technology Pioneer 2011 World Class Innovation Awards for Remote Community Solutions at ICT Excellence Awards 2009 华尔街日报技术创新奖 – 2011年度无线类获奖者 2011年度世界经济论坛科技先锋 远程社区解决方案在2009年度ICT卓越奖中荣获世界创新奖
Key Export Markets 主要出口市场	Asia, Africa, Middle East 亚洲、非洲、中东
Key Global Partners/Customers 全球主要合作伙伴/客户	Orange, Niger –尼日尔Orange Maxis, Malaysia –马来西亚Maxis Indosat, Indonesia (Qtel group) –印尼Indosat (Qtel集团) Asiacell, Iraq (Qtel group) –伊拉克Asiacell (Qtel集团) Oman Mobile, Oman –阿曼Oman Mobile Our Telekom, Solomon Islands –索罗门群岛Our Telekom Cable & Wireless, Falklands –福克兰群岛Cable & Wireless TCC, Tonga –汤加TCC Mobicom, Mongolia –蒙古Mobicom Tigo, Ghana –加纳Tigo Vodacom DRC –刚果Vodacom
Key Partners/Customers in China 中国主要合作伙伴/客户	Work in Progress 进行中
Biggest Challenge for Market Entry 进入市场的最大挑战	Competing against established Chinese telecommunications equipment vendors 与成熟的中国电信设备制造商相竞争

LATEST NEWS:

In April 2013, Altobridge announced the launch of its latest mobile data optimisation solution. The self-learning solution for multi-radio small cells reduces mobile data backhaul costs in urban and rural networks by at least 70% through its meshed caching and content pre-positioning capabilities.

BARD NA NGLEANN

Technical Writing and Translation services
技术写作和翻译服务



PROFILE

Bardwrite is a leading provider of information-management services to the IT industry. Our outsourcing solution for documentation lets you increase capacity, when necessary, without adding headcount. We can take on any part of the documentation process or provide a complete end-to-end solution.

简介:

Bardwrite是IT行业领先的信息管理服务提供商。我们的文件编制外包解决方案使您能够在不增加人手的情况下提高能力。我们可处理文件编制流程的任一部分，也可提供完整的端到端解决方案。

Website 网址	www.bardwrite.com
Managing Director 常务董事	Tom Fitzgerald
Number of Employees Globally 全球员工人数:	75
Date of Establishment in China 中国代表处成立日期	2011
Market Entry Strategy 市场进入战略	Partnership 合伙
Region 地区	Dalian, Liaoning 辽宁省大连市
Employees in China 中国员工	1
Contact Person in China 中国联系人	William Fitzgerald tel. + 86 159 0986 6603 email. William@bardnangleann.com
Key Global Partners/Customers 全球主要合作伙伴/客户	Partnered with Chinasoft. Clients: Cisco, SAP 与中软合作。 客户: 思科、SAP
Key Partners/Customers in China 中国主要合作伙伴/客户	Chinasoft 中软
Biggest Challenge for Market Entry 进入市场的最大挑战	Lack of English language skills, Critical thinking and demand for high quality documentation 缺乏英语语言能力、批判性思维和优质文档需求

Without giving priority to connections within governments or large multinational companies, growing will be near impossible.

若不重点考虑政府或大型跨国公司的人脉关系，在中国实现增长几乎是不可能的事。

EPS GLOBAL

IC Programming & Packaging,
Semiconductor Design-in & Distribution,
Big Data Networking Components Sales &
Distribution

IC编程与包装, 半导体导入设计与分销, 大
数据网络组件销售与分销



PROFILE

IC Programming Division: 15 programming
centers developed around volume
manufacturers in low cost areas across
five continents.

Semiconductor Division: Design-in in
high cost areas and fulfilling in volume
manufacturing areas.

Reseller Division: IT components and
appliances into Data Centers, System
Integrators, ISPs, MSPs and other Big
Data verticals.

简介:

15个编程中心设在五大洲低成本地区的大
量制造商周边

高成本地区的导入设计以及批量制造领域
的实践。

将IT组件和设备集成到数据中心、系统集
成商、互联网服务提供商、MSP和其他大
数据垂直商。

*Market is very large but very
competitive. Staff needs to be
properly trained on expected
corporate returns and not permitted
to negotiate local deals that break
company norms. Expected Credit
terms 90 – 120 days are often
claimed unrealistically.*

市场非常大, 但竞争也非常激烈。
员工需要经过预期企业回报方面的
适当培训, 并且无法在当地洽谈打
破公司常规的交易。经常听到不切
实际的90-120天预期信贷期。

Website 网址	www.epsglobal.com
Managing Director 常务董事	Mick Mc Carthy
Number of Employees Globally 全球员工人数:	240
Date of Establishment in China 中国代表处成立日期	14th July, 2004 2004年7月14日
Market Entry Strategy 市场进入战略	Leverage existing customer relationships to build service organiza- tion into China based electronics manufacturers Use our Field Application Engineers to promote designs in Europe based OEMs who outsource their builds to China Promote our line card of high speed network interface products into China based Data Centre, Web 2.0 and System Integrator customers 利用现有客户关系建立服务机构融入中国的电子产品制造领域 利用我们的现场应用工程师提高那些将构建项目外包给中国厂商的 欧洲原始设备制造商的设计 促进高速网络接口线卡产品进入中国的数据中心、Web 2.0和系统 集成商客户
Address in China 中国地址	EPS Electronic Technology (Suzhou) Limited, M1-Block C #04-01/02, No 5 Xing Han Street, Suzhou Industrial Park, Jiangsu Province, PR China EPS Representative Office Shenzhen, 5C,Xing Hao Fang Building, ShenNan West Road, Nan Shan District, Shenzhen Guangdong Province, PR China 爱柏电子技术(苏州)有限公司 中国江苏省苏州工业园区星汉街5号M1-C幢04-01/02 EPS深圳代表处 中国广东省深圳市南山区 深南西路新豪方大厦5C
Employees in China 中国员工	60
Contact Person in China 中国联系人	Michael Tian tel. +86-755-86183409 email.mtian@epsglobal.com
Certificates/Awards 证书/奖项	ISO 9001: 2008 TS 16949: 2009 Finisar Global Distributor of the Year 2011 -Finisar 2011 年度全球最佳经销商
Key Export Markets 主要出口市场	UK, Germany, China, US, South America, South Africa, Hungary, Romania, Russia 英国、德国、中国、美国、南美、南非、匈牙利、罗马尼亚、俄罗斯
Key Global Partners/Customers 全球主要合作伙伴/客户	Flextronics, Jabil, Sanmina, Celestica, Harman, Valeo, Lear, Yazaki Kingo, Calcomp, Flextronics Yahoo, Kayak, Hitachi Data Systems, Level 3, Akamai, DE-CIX 伟创力、捷普、森纳纳、天泓、哈曼、法雷奥、李尔、矢崎 金宝、泰金宝、伟创力 雅虎、Kayak、日立数据系统、Level 3、Akamai、DE-CIX
Key Partners/Customers in China 中国主要合作伙伴/客户	Alibaba, Beijing BOE, Nanjing Rongyui, NCR (Beijing), Dowlake, Global Contract Manufacturers, Global Automotive Electronics OEMs 阿里巴巴、北京京东方、南京Rongyui、NCR(北京)、Dow- slake、全球合同制造商、全球汽车电子OEM厂商

LATEST NEWS:

New NAND Flash storage line in China "Virident" (investors Cisco, Intel Sequoia)

最新消息:

中国本地银行的运营资金支持/缺少发票折扣/租赁设施

Biggest Challenge for Market Entry 进入市场的最大挑战	Working Capital support from China based banks/lack of invoice discounting/leasing facilities 中国本地银行的运营资金支持/缺少发票折扣/租赁设施
Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	3 years / 3 年

EZETOP

International Mobile Phone Recharge
国际手机充值



PROFILE

Ezetop enables people living abroad to instantly recharge mobile phones of family back home. Services are available from over 450,000 stores and directly from mobile operators (phone to phone) across North America, Europe, the Middle East and Asia Pacific. ezetop operates the largest international online recharge site, www.ezetop.com, as well as a comprehensive online recharge white label solution for operators.

Ezetop's services benefit partners as they generate additional revenue from outside their domestic market at no cost. Today ezetop is used by millions of people each month, and delivers revenue to more than 260 international mobile operators in over 110.

简介:

Ezetop使居住在国外的人能够快速为国内家人的手机充值。450,000多家门店可为您提供服务, 横跨北美、欧洲、中东和亚太地区的手机运营商也可直接(电话到电话)为您提供服务。ezetop运营着国际上最大的在线充值网站——www.ezetop.com, 同时也为运营商提供全面的在线充值白色标签解决方案。

Ezetop的服务为合作伙伴带来了利益, 因为他们获得了国外市场的额外收入而没有增加成本。如今, ezetop的每月使用人数已达到数百万, 110多个国家的260多个国际移动运营商带来了收入, 新运营商也在不断增加中。

Website 网址	www.ezetop.com
Managing Director 常务董事	Mark Roden
Number of Employees Globally 全球员工人数:	200+
Date of Establishment in China 中国代表处成立日期	18th January 2012 2012年 1 月18日
Market Entry Strategy 市场进入战略	WFOE (Wholly Owned Foreign Enterprise) WFOE (外商独资企业)
Address in China 中国地址	Room 039, Unit 1001, 10th Floor, Beijing inn Building, No.6 Nan Zhugan Hutong, Dongcheng District, Beijing. 北京市东城区南竹杆胡同6号楼北京inn大厦10层1001室 039 号房
Employees in China 中国员工	2
Contact Person in China 中国联系人	Wen Chen tel. +353 867812656 email. wchen@ezetop.com
Certificates/Awards 证书/奖项	Deloitte Technology Fast 50 Award Winner 2012 2012年度德勤高科技高成长50强企业
Key Export Markets 主要出口市场	Global 全球
Key Global Partners/Customers 全球主要合作伙伴/客户	Mobile Operators: Airtel, Claro, China Unicom, Digicel, Etisalat, Globe Telecom, LIME, MTN, Orange, Reliance, Roshan, Singtel, SMART, Telcel, Telefonica, Telenor, Tigo, Ufone, Hutch, Vodafone and others. Retail Partners: Best Buy, Blackstone, CVS, Disa, EPay, ezi pay, MoneyGram, Paypoint, PayZone, QiWi, Reise Bank, UAE Exchange, Walgreens, Western Union and others. 手机运营商: Airtel, Claro, 中国联通, Digicel, 阿联酋电信, LIME, MTN, Orange, Reliance, Roshan, 新加坡电信, SMART, Telcel, 西班牙电信, Telenor, Tigo, Ufone, Hutch, 沃达丰等。 零售合作伙伴: 百思买、黑石集团、CVS、Disa、Epay、ezi pay、速汇金、Paypoint、PayZone、QiWi、Reise银行、阿联酋换汇交易所、沃尔格林、西部联盟等。
Key Partners/Customers in China 中国主要合作伙伴/客户	China Unicom, 2nd largest mobile operator in China. 中国联通——中国第二大手机运营商。
Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	3 years / 3 年

LATEST NEWS:

In March 2012, during the Irish Trade Mission to China, led by An Taoiseach, Enda Kenny TD., ezetop signed a three-year enhancement framework agreement with China Unicom for further cooperation.

最新消息:

2012年3月, 在爱尔兰总理Enda Kenny TD.带领的爱尔兰贸易代表团访问中国期间, ezetop与中国联通签署了一项为期三年的的增强框架协议, 以促进进一步合作。

"Making deals in China is all about relationships," said ezetop's Business Development Manager Wen Chen. "And it took me 12 months to find the right person in China Unicom and build good relationship with him before a deal could be made."

"在中国做生意讲究的是关系。" ezetop业务发展经理Wen Chen说道, "在达成交易之前, 我花了12个月在中国联通找到合适的人选并与他建立良好的联系。"

INTUITION

Global leader in the provision of knowledge solutions.

知识解决方案的全球领先者。



PROFILE

Intuition is a global leader in the provision of knowledge solutions. We help organizations optimize their knowledge in order to trade more effectively. For over twenty five years, Intuition has deployed enterprise solutions across global corporate and public sector organizations. We have offices in 10 locations across Asia-Pac, EMEA and America.

Products & Services include:

- eLearning Library
- Custom eLearning
- Classroom Based Training
- Knowledge Management Platform
- Technology Solutions
- Consultancy services

简介:

Intuition是知识解决方案的全球领导者。我们协助企业优化他们的知识，从而使交易更为有效。二十五年来，Intuition一直在为全球企业和公共部门组织提供企业解决方案。我们在亚太区、EMEA地区（欧洲、中东、非洲）和美洲等10个地方设有办事处。

产品和服务包括:

- 。电子教学图书馆
- 。自定义电子教学
- 。课堂培训
- 。知识管理平台
- 。技术解决方案
- 。咨询服务

Website 网址	www.intuition.com
Managing Director 常务董事	David Harrison (CEO)
Number of Employees Globally 全球员工人数:	200+
Date of Establishment in China 中国代表处成立日期	Established in Hong Kong for over 15 years 在香港成立15年以上
Market Entry Strategy 市场进入战略	Resellers 经销 Direct Sales 直销
Address in China 中国地址	7/F The C Wisdom Centre 37 Hollywood Road, Central, Hong Kong 香港中环 荷李活道37号, C Wisdom Centre 7层
Employees in China 中国员工	4
Contact Person in China 中国联系人	Andrew Lupton tel. +852 2543 6671 email. info@intuition.com
Certificates/Awards 证书/奖项	Intuition is ISO 9001 accredited. Oct 2012- "Best Use of Mobile Learning" eLearning Award Feb 2011- Intuition name Bersin and Associates 2011 Learning Leader. Intuition通过ISO 9001认证。 2012年10月 - "移动学习最佳应用" 电子教学奖 2011年2月 - Intuition授予贝新联合公司 "2011年度学习领导者"的称号。
Key Export Markets 主要出口市场	Americas, EMEA and Asia-Pacific 美洲、EMEA地区（欧洲、中东、非洲）和亚太地区
Key Global Partners/Customers 全球主要合作伙伴/客户	Our customers are leading Fortune 500 companies, and global public sector organizations. Intuition's clients includes: •100% of the world's largest Investment banks •The big 4 consultancy firms •6 of the 10 largest global pharma companies 我们的客户是财富500强领先企业和全球公共部门组织。Intuition的客户包括: -全球最大的所有投资银行 -4大咨询公司 -全球最大的十大制药公司之六
Biggest Challenge for Market Entry 进入市场的最大挑战	Establishing and developing the correct level of contacts within our key local target client segments 在我们的主要目标客户群里建立和发展合适的人脉

LATEST NEWS:

-We have just launched a Chinese language version of our Knowledge Management platform Intuition Advantage

-We will be launching over 20 additional Chinese language financial markets courses around risk management and foreign exchange throughout 2013 to add to our courses on wealth management and private banking.

最新消息:

-我们的知识管理平台Intuition Advantage刚刚推出中文版

-2013年期间，我们将围绕风险管理和外汇兑换推出20多个中文版的其他财务市场课程，从而增加我们的财富管理和私人银行业务课程。

To use a Chinese saying on Intuition's entry into China:
"The best time to plant a tree was 20 years ago. The second best time is now."
There is no better time to start doing business in China than today.

Intuition进入市场的行为可用中国的一句古语来描述:
"种树的最佳时间是20年前。其次就是现在。"
现在正是在中国开展业务的最佳时间。

POWERVATION LIMITED POWERVATION有限公司

Pioneer in adaptive digital power management IC solutions that deliver breakthrough benefits in system efficiency, reliability, and ease-of-use.

自适应数字电源管理IC解决方案的先锋，为系统效率、可靠性和易用性带来了突破性的改进



PROFILE

Powervation delivers breakthrough digital power management IC solutions for designers of Communications, Computing, and power Point-of-Load systems. The company's digital power controllers with patented Auto-Control® technology provides the industry's first and only real-time adaptive compensation for DC/DC controllers, delivering significant customer benefits in performance, efficiency, reliability, and ease-of-use. Powervation is a private company backed by leading global VCs and is headquartered in Cork, Ireland, with sales/applications offices in San Jose, California and Taiwan.

简介:

Powervation为通信、计算机和电源负载点系统设计者提供突破性的数字电源管理IC解决方案。该公司的数字电源控制器应用了专利的自动控制®技术，可为DC/DC控制器提供业界首个也是唯一一个实时自适应补偿系统，从而为客户带来性能、效率、可靠性和易用性方面的显著改进。Powervation是一家私营公司，并得到全球领先的VCs其总部设在爱尔兰科克，销售/应用程序办事处设在圣何塞、加利福尼亚和台湾。

Website 网址	www.powervation.com
Managing Director 常务董事	Mike McAuliffe
Number of Employees Globally 全球员工人数:	29
Date of Establishment in China 中国代表处成立日期	June 2009 2009年6月
Market Entry Strategy 市场进入战略	Adaptive digital control solutions for DDR and Point-of-Load power applications in high-end computing systems (server, workstation) 适用于高端计算系统（服务器、工作站）DDR和负载点电源应用的自适应数字控制解决方案
Address in China 中国地址	Rm. B, 4F., No.322, Sec. 1, Neihu Rd., Neihu Dist., Taipei City 11493, Taiwan (R.O.C.) 台湾,台北市内湖区内湖路一段322号4楼B室邮编11493
Employees in China 中国员工	4
Contact Person in China 中国联系人	David New tel. +886 2 2627 7877 email. david.new@powervation.com
Certificates/Awards 证书/奖项	ISO9001:2008 NASI RoHS and Green (Sony Green) compliant. 所有Powervation产品均满足RoHS和绿色 (Sony Green) 合规要求。
Key Export Markets 主要出口市场	China / Taiwan, US 中国/台湾、美国
Key Global Partners/Customers 全球主要合作伙伴/客户	Intel, Murata Power Solutions, CUI Inc. 英特尔、村田电源解决方案、CUI Inc.
Key Partners/Customers in China 中国主要合作伙伴/客户	Intel. 英特尔

LATEST NEWS:

Powervation-Based Digital Power Modules Awarded Electronic Products' "Product of the Year"

最新消息:

基于Powervation的数字电源模块荣获电子类“年度最佳产品”称号

Biggest Challenge for Market Entry
进入市场的最大挑战

One of the biggest challenges is over-coming concerns related to being a new supplier of components for a high-end computing system.
最大的挑战是克服如何成为高端计算系统元件的新供应商。

Did your experience in China lead you to re-evaluate priority markets within your company? Is so, please share your experience...

您在中国的经验是否使您重新评估公司应优先关注的市场? 是的话, 请分享您的经验.....

Once we began to have success here and validated the benefits of this technology at numerous big-name, key designers/manufacturers within this space, we made the decision to focus a majority of our company's new efforts in China-Taiwan. This portion of the business is a critical component for our future.

一旦我们开始在这里取得成功并向这一地区众多知名的主要设计者/制造商证明这项技术的优势, 我们即决定将公司大部分的精力都放在中国台湾。这部分业务是我们未来发展的一个重要组成部分。

China is a key region for the manufacturing of the world's computing systems. Currently there is a shift within our industry, where China's companies and engineers are taking more control and becoming the technical experts in the design and engineering phase of these systems.

中国是全球计算系统制造的一个重要地区。目前我们所处的行业发生了转变, 中国公司和工程师逐渐掌握了更多控制权并成为这些系统在设计 and 工程阶段的技术专家。

TRINTECH

Software provider
软件提供商



PROFILE

Trintech is the leading provider of financial solutions for the record-to-report process cycle. The Company offers Cadency™ and ReconNET™, recognized as the leading technologies for addressing operational reconciliation process management, financial data aggregation, financial close, disclosure management, risk management, compliance. Customers use our products to gain greater stability and control over their critical record-to-report financial processes, leading to better overall business performance. More than 650 organizations from the retail, manufacturing, financial, and service industries across 41 countries utilize Trintech solutions, including half of the Fortune 50 and the FTSE 100.

简介:

Trintech是总账到报告流程周期财务解决方案的领先提供商。公司提供Cadency™和ReconNET™两种公认的领先技术，主要用于解决运营和账目核对流程管理、财务数据汇总、财务结算、信息披露管理、风险管理以及合规等问题。通过利用我们的产品，客户可提高总账到报告关键财务流程的稳定性和控制力，从而改善整体业务表现。来自41个国家650多个零售、制造、财务以及服务行业的组织选择使用Trintech解决方案，包括半数财富50强和FTSE 100指数组织。

Website 网址	www.trintech.com
Managing Director 常务董事	Managing Director: Paul Byrne
Number of Employees Globally 全球员工人数:	200
Date of Establishment in China 中国代表处成立日期	2012
Market Entry Strategy 市场进入战略	Our clients have employees using our software in China e.g. HSBC employees use Trintech software. 我们的客户要求员工在中国使用我们的软件，如汇丰银行员工使用的是Trintech软件。
Address in China 中国地址	4th Floor, 2 Ping Lan Street, Ap Lei Chau, Hong Kong 鸭洲，平澜街2号 4层，香港
Employees in China 中国员工	1
Contact Person in China 中国联系人	Paul Dalton tel. + 852 9467 3183 email. paul.dalton@trintech.com
Key Export Markets 主要出口市场	Global 全球
Key Global Partners/Customers 全球主要合作伙伴/客户	Partners: KPMG, Deloitte, Ernst & Young, inMotion Spectrum Customers: HP, HSBC, WalMart, Yahoo, Ericsson, Lockheed Martin, Marriott, Diageo, Unilever 合作伙伴: 毕马威、德勤、安永会计师事务所、inMotion Spectrum 客户: 惠普、汇丰银行、沃尔玛、雅虎、爱立信、洛克希德·马丁、万豪、帝亚吉欧、联合利华
Key Partners/Customers in China 中国主要合作伙伴/客户	HSBC, WalMart 汇丰银行、沃尔玛
Biggest Challenge for Market Entry 进入市场的最大挑战	Language barrier 语言障碍

LATEST NEWS:

CFOs Gain Mobile Window into Record-to-Report Process with Cadency™ Mobile

Trintech and USG People to Present Increasing Efficiency of Record-to-Report Process at Financials 2013 EMEA Conference

Trintech and Coca-Cola to Share Best Practices on Record-to-Report Process at The Hackett Group Conference

最新消息:

首席财务官利用Cadency™ Mobile实现总账到报告流程的Mobile Window功能。Trintech和USG People在2013年度EMEA财务会议上展示如何提高总账到报告流程的效率，从而增加我们的财富管理和私人银行业务课程。

Trintech和可口可乐在哈克特集团会议上分享总账到报告流程的最佳做法

'We see our recently launched Cadency, our end-to-end solution for optimizing the record-to-report process. With the explosive growth of Chinese companies, it made perfect sense for us to begin offering them a way to gain critical insight and visibility into the state of the financial reporting and disclosures with our product and expertise.'

“我们对公司最近推出的可用于优化总账到报告流程的端到端解决方案Cadency进行了观察。随着中国公司实现了爆炸性增长，我们在此时通过我们的产品和服务技能为他们提供获得财务报告和信息披露状态关键洞察力和可视性的途径的做法更具完美意义。

ZUTEC (ASIA) LIMITED

ZUTEC (亚洲) 有限公司

Software as a Service (SaaS) provision and Software Development

软件即服务 (SAAS) 供应和软件开发



PROFILE

ZuTec is a global company with over 12 years' experience in providing world class web-based solutions for the construction, engineering and asset management industries. With offices in Melbourne, Dublin, London, Dubai, Boston, New York and Hong Kong our worldwide experience coupled with our innovative philosophy has allowed our clients to realise the full benefit we can bring to their business. Utilising the latest web and mobile technologies, we are experts at capturing data over the full lifecycle of a facility, from construction all the way through to facilities management.

简介:

ZuTec是一家拥有12年从业经验的跨国公司，专为建筑工程和资产管理行业提供基于网络的世界级解决方案。公司办事处遍及墨尔本、都柏林、伦敦、迪拜、波士顿、纽约和香港。丰富的国际经验加上创新精神，我们将为客户的业务带来全面效益。利用最新的网络和移动技术，我们将能获取工厂从施工到设施管理等整个生命周期的数据。

Website 网址	http://www.zutec.com
Managing Director 常务董事	Brian McGuire
Number of Employees Globally 全球员工人数:	50
Date of Establishment in China 中国代表处成立日期	2003
Market Entry Strategy 市场进入战略	ZuTec believes that the key to growing our Asia operations is by fostering relationships with existing global partners whilst trying to build upon local relationships with construction and consulting companies. ZuTec认为发展亚洲业务的关键是促进与现有全球合作伙伴的联系，同时努力与本地建筑和咨询企业建立合作关系。
Address in China 中国地址	Zutec (Asia) Limited, 1st Floor, 18 Tsun Yuen Street Happy Valley, Hong Kong Zutec (亚洲) 有限公司, 香港跑马地 晋源街18号1楼
Employees in China 中国员工	4
Contact Person in China 中国联系人	Daniel Da Silva – Business Development Manager (Australasia) 业务发展经理 (澳大拉西亚) tel. +61 403 222 720 email. daniel.dasilva@zutec.com
Certificates/Awards 证书/奖项	We have applied for two BIM innovation, collaboration and sustainability awards in the UK and Australia. 我们在英国和澳大利亚曾获得两项BIM (创意、合作和可持续发展奖)。
Key Export Markets 主要出口市场	Zutec has predominantly provided services to the Construction, Facility Management and Engineering industries. It provides software solutions to assist with Project Management and Project Handover of large multi-billion dollar construction projects. ZuTec主要为建筑、设施管理和工程行业提供服务。我们提供的软件解决方案能够协助数十亿美元的建设项目进行项目管理和项目移交。
Key Global Partners/Customers 全球主要合作伙伴/客户	Mace Group, Leighton Holdings莱顿控股, Brookfield Multiplex Lend Lease
Key Partners/Customers in China 中国主要合作伙伴/客户	Brookfield Multiplex, Leighton Asia莱顿亚洲

LATEST NEWS:

Zutec has launched its new website following receiving feedback from our clients. Some of our new solutions include: Asset Inspection & Maintenance Scheduling, and BIM Integration:

最新消息:

根据我们收集整理的客户反馈意见，ZuTec推出了全新的网站。我们的新解决方案包括：资产检查和维护调度 & BIM集成

Biggest Challenge for Market Entry 进入市场的最大挑战	Not having local knowledge of the business landscape coupled with language barriers. This has proven a challenging experience in order to grow our operations and generate leads. 对当地的商业环境缺乏了解，同时也存在语言障碍。这两个问题已成为我们发展业务和成为行业领导者必须面对的挑战。
Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	ZuTec is still fairly novice in its Asia operations so our ability to generate a return on investment is still a work in progress. Moving forward we will be allocating further resources to ensure our successful integration into the market. ZuTec在亚洲的业务刚刚开始，所以投资还没有产生回报，这需要一个过程。我们将进一步加大资源投入，以确保成功地融入该市场。

Construction companies in China need to realize the benefits they will receive from adopting this technology and providing a transparent handover solution to their clients, which can continue to be utilized throughout the life of a facility.

中国的建筑公司需要认识到他们从采用这项技术并提供透明的移交方案给客户的过程中所能获取的利益，并且该技术还能在工厂的整个生命周期中继续使用。

CYLON CONTROLS LTD 西朗自控有限公司

Building controls manufacturer and smart energy management provider
楼宇控制系统制造商和智能能源管理提供商



PROFILE

Cylon is a pioneer and a recognised international leader in the development of smart energy management systems for buildings for over 25 years. Working through a worldwide network of system integrators, Cylon has customers in Europe, North America, Asia, the Middle East and Africa.

Cylon Controls delivers smart energy control systems to a wide range of sectors including local government, commercial, education, healthcare, retail, financial, industrial, pharmaceutical, telecommunications and hospitality and leisure.

Cylon Controls is one of the largest independent manufacturers of building control systems in Europe, and with a solid history in controls and global Building Energy Management experience, Cylon understands buildings and more importantly, how to optimise a Building Energy Management System.

简介:

西朗是开发楼宇智能能源管理系统的先驱者和知名国际领先者，至今已有25年多的历史。西朗建立了一个全球系统集成商网络，客户遍及欧洲、北美、亚洲、中东和非洲。

西朗自控为各行各业提供智能能源控制系统，包括地方政府、商业、教育、医疗、零售、金融、工业、医药、电信、酒店和休闲娱乐业。

西朗自控是欧洲最大的楼宇控制系统独立制造商之一，在自控和全球楼宇智能管理领域具有坚实的基础和丰富的经验。西朗了解楼宇，更重要的是了解如何优化楼宇能源管理系统。

Website 网址	http://www.cyloncontrols.com.cn/ www.cylon.com
Managing Director 常务董事	Sean Giblin
Number of Employees Globally 全球员工人数:	73
Date of Establishment in China 中国代表处成立日期	13th December 2010
Market Entry Strategy 市场进入战略	Representative Office 代表办事处
Address in China 中国地址	Cylon Controls (Beijing) Ltd 100026 / Building-B, Rm-1121, Langting Mansion, No.8 Chaoyang Road, ChaoYang District, Beijing, 100026 Cylon Controls Ltd. - Shanghai Office Room 315, 3rd Floor, No. 567 Morimoto Building, Xuhui District, Shanghai, 200030 西朗自控（北京）有限公司 北京朝阳区朝阳路8号朗廷大厦B座1121室，邮编100026 西朗自控有限公司 上海办事处 上海徐汇区567号森本大厦3楼315室，邮编200030
Employees in China 中国员工	7
Contact Person in China 中国联系人	Jin Zhe Beijing Representative Office +86 1065812498 Shanghai Office +86 21 22157888-3111 email: jin.zhe@cylon.com 北京代表办事处 +86 1065812498 上海办事处 +86 21 22157888-3111
Certificates/Awards 证书/奖项	2012 Award for "Lighting/Energy Efficiency" by the Global Cleantech Cluster Association (GCCA) Cylon Controls is now part of the prestigious "Global Top 10". 2012年“照明/能源效率”奖，由全球清洁技术集群协会（GCCA）颁发。西朗自控已跻身“全球前十”。
Key Export Markets 主要出口市场	Cylon Controls Limited is a global organization head quartered in Dublin Ireland and exports to UK, USA, main land Europe, Middle East and Africa. 西朗自控有限公司是一家全球性公司，总部设在爱尔兰都柏林，出口英国、美国、欧洲大陆、中东和非洲。
Key Global Partners/Customers 全球主要合作伙伴/客户	In addition to global brands such as Phillips, YIT, Cegelec, Cofely GDF Suez, Cylon operates at a local level around the world, working in partnership with the market leading local system integrators and organizations. 除了一些国际品牌，如飞利浦、YIT、西技莱克、法国苏伊士环境集团科菲利等，西朗还在世界各地开展商业活动，与市场上领先的本地系统集成商和组织发展合作关系。
Key Partners/Customers in China 中国主要合作伙伴/客户	Philips Asia, Protectwell, CNA China Co., Hunghua, Oppre Construction Technology, Beijing Wisdom Net Technology, Shanghai Magian Intelligent System, Qing Dao ADD & SUN Intelligent System
Biggest Challenge for Market Entry 进入市场的最大挑战	Brand recognition 品牌认知
Did your experience in China lead you to re-evaluate priority markets within your company? Is so, please share your experience... 您在中国的经验是否使您重新评估公司应优先关注的市场？是的话，请分享您的经验.....	Our experience resulted in us tailoring our approach in the Chinese market, recognizing certain elements in Chinese market requirements. 通过在中国的经历，我们认识到中国市场的一些特定要求，进而制定出一套具有针对性的方法。
Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	3 years 3年

Success in the Chinese market results from a highly focused and dedicated approach and not attempting to conduct business remotely.

我们之所以能在中国市场获得成功，是因为我们制定了一套高度集中和专注的方法，并且不试图远距离开展业务。

CRH CHINA

Development and Operation of Building Materials business in China
在中国从事建材开发和运营



PROFILE

CRH is a leading international manufacturer and distributor of building materials, with headquarters in Ireland. The Group has 3,600 locations in thirty-five countries worldwide. CRH manufactures and distributes a diverse range of products from the fundamentals of heavy materials to value-added products that complete the envelope and distribution channels which service construction fit-out and renewal. As Chinese building materials' markets evolve CRH looks forward to developing this business with its partner and to expanding its range of building products as the construction materials market develops in size and sophistication.

简介:

CRH是国际建材行业的领先制造商和经销商，总部设在爱尔兰。集团遍布全球35个国家和地区3600个地点。CRH制造和分销多种产品，从基础建筑材料到所有关联增值产品，并提供服务于建筑装修和更新的分销渠道。随着中国建材市场的发展，CRH希望同合作伙伴一起发展业务，并且随建筑材料市场不断增大规模和成熟度而逐步扩大建材产品范围。

Website 网址	www.crh.com , www.crhchina.com
Managing Director 常务董事	EeMing Wong 业务总裁爱德蒙·斯坎伦
Number of Employees Globally 全球员工人数:	76,000
Date of Establishment in China 中国代表处成立日期	2007
Market Entry Strategy 市场进入战略	Investment in Cement sector in Heilongjiang Province as initial point of entry. Subsequent additional investments in related Building material businesses in NE China. 首先投资黑龙江省的水泥市场，接下来进一步投资中国东北地区的相关建材业务。
Address in China 中国地址	Room 1808, Tower 2, Prosper Center, No 5 Guanghua Road , Chaoyang District , Beijing 100020 , China 中国北京市朝阳区光华路5号世纪财富中心2号楼1808室，邮编100020
Region 深圳	Key investments in Jilin, Heilongjiang, Liaoning and Inner Mongolia provinces of North-East and North China 重点投资中国的东北地区和华北地区，包括吉林、黑龙江、辽宁和内蒙古
Employees in China 中国员工	150 (direct); 12,000 (including joint ventures) 150 (直属) ; 12000 (包括合资企业)
Contact Person in China 中国联系人	EeMing Wong tel. +010 6505 1988 ext 816 email. ewong@crhchina.com
Certificates/Awards 证书/奖项	Valuable Partner, China Aggregates Association 有价值合作伙伴 (中国骨料协会颁发)
Key Partners/Customers in China 中国主要合作伙伴/客户	Jilin Yatai Group, Changchun City Government 吉林亚泰集团、长春市政府
Biggest Challenge for Market Entry 进入市场的最大挑战	Cultural differences, availability of China capable personnel, huge geography with significant regional differences, identifying the right region and the right partner for initial entry 文化差异，需要适合的人才资源，中国地域广阔，地区差异显著，确定初步进入的适当地区和合作伙伴。
Did your experience in China lead you to re-evaluate priority markets within your company? Is so, please share your experience... 您在中国的经验是否使您重新评估公司应优先关注的市场？是的话，请分享您的经验.....	Other than recognizing the growing importance of China as a market for the company, CRH has continued with its strategy of developing strong geographic balance in its business portfolio. 除了认识到不断发展的中国市场对于公司的重要性，CRH继续执行其原有的策略，实现业务组合中的地理平衡。
Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	3 years 3年

China is a market of tremendous opportunity, but equally one of great complexity that requires time and patience to develop a successful business. For CRH, given its place as the biggest building material market in the world, China is a market that deserves the investment in time and energy required to develop our business here.

中国市场具有很大的潜力，同时也具有相当的复杂性，因此需要较多的时间和耐心，才能获得业务上的成功。对于CRH来说，中国是世界上最大的建筑材料市场，值得我们投入必要的时间和精力来发展业务。

C&F TOOLING

Contract Manufacture of Close tolerance sheetmetal racks and cabinets

按照客户合约制造精密公差钣金机架和机柜



PROFILE

Global contract manufacturer of close tolerance sheetmetal racks and enclosures

简介:

精密公差钣金机架和机柜的全球合约制造商

Website 网址	www.cftooling.ie
Managing Director 常务董事	John Flaherty
Number of Employees Globally 全球员工人数:	1800
Date of Establishment in China 中国代表处成立日期	2008
Address in China 中国地址	Qinghu east Road, Qinghu Industrial Park, Qingxi Town, Dongguan 东莞清溪镇青湖工业园青湖东路
Region 深圳	Dongguan city guangdong province 广东省东莞市
Employees in China 中国员工	100
Contact Person in China 中国联系人	Damian Gavin tel. +86 150 1544 8770 email. damian.gavin@cfmanufacturing.cn
Certificates/Awards 证书/奖项	iso 9001, iso 14001, eicc approved iso 9001、iso 14001、eicc认证
Key Export Markets 主要出口市场	Asia, Europe, USA 亚洲、欧洲、美国
Key Global Partners/Customers 全球主要合作伙伴/客户	IBM, Jabil, EMS, ingersollrand, APC, automotive: BMW, porsche, Audi, Merc, GM IBM、捷普、EMS、英格索兰、APC, 汽车: 宝马、保时捷、奥迪、梅赛德斯、大众
Key Partners/Customers in China 中国主要合作伙伴/客户	IBM, Jabil, EMS IBM、捷普、EMS
Biggest Challenge for Market Entry 进入市场的最大挑战	adaptation to labor shortage due to wage increase and cheaper competitors. 适应工资上涨带来的劳动力短缺, 以及成本较低的竞争者。

LATEST NEWS:

Introduced automation to manufacturing process thru the use of robot welds and process improvement thru creative in-house design.

最新消息:

通过使用自动焊接将自动化引入制造流程中, 通过创造性的内部设计改进流程。

DATA CONTROL INTERNATIONAL LIMITED

Datac控制国际有限公司

Design and Manufacture Remote Control and Monitoring Systems for the Utilities
设计和制造公共设施遥控和监控系统



Website 网址	www.datac-control.com
Managing Director 常务董事	Mr Cyril Kerr
Number of Employees Globally 全球员工人数:	30
Date of Establishment in China 中国代表处成立日期	2002
Market Entry Strategy 市场进入战略	Datac Control International (Hong Kong) Limited was established 3rd July 2002 Datac控制国际（香港）有限公司成立于2002年7月3日
Address in China 中国地址	Room 2102, 21/F Centre Mark, 287-299 Queen's Road, Central, Hong Kong 香港中环皇后大道中287-299号永杰中心21楼2102室
Employees in China 中国员工	1
Contact Person in China 中国联系人	Mr Declan Mc Carthy tel. +85 22 9870240 email. dmccarthy@datac-control.com
Certificates/Awards 证书/奖项	ISO9001:2008
Key Export Markets 主要出口市场	Hong Kong, Philippines, New Zealand, Qatar, Kuwait, UAE, Argentina, USA 香港、菲律宾、新西兰、卡塔尔、科威特、阿联酋、阿根廷、美国

PROFILE

Founded in Dublin (Ireland) in 1981, DATA Control International Ltd. has become a world leader in the supply of Supervisory Control and Data Acquisition (SCADA), telemetry and machine to machine (M2M) solutions. Datac has a truly global span with support engineers available around the world through our own and partners' offices.

Vastly experienced in the oil, gas, water, wastewater, transport and marine markets, Datac has developed innovative technologies that are used to monitor and control valuable assets of our customers in more than 50 countries worldwide. We have leveraged our 30 years successful track record as supplier of choice to major companies to bring innovative, cost effective, secure and reliable solutions.

Datac's main focus has always been to provide the most reliable, stable and secure solutions at the lowest cost of ownership to our valued customers. Datac has invested heavily in hardware and software development to achieve this mission.

简介:

DATAc控制国际有限公司于1981年在都柏林（爱尔兰）成立，是监测控制和数据采集（SCADA）、遥测技术以及机器对机器（M2M）解决方案的全球领先者。Datac在世界各地设有办事处或合作伙伴办事处，在全球范围内提供技术支持工程师，是真正意义上的全球性公司。

Datac在石油、燃气、水、废水、运输和海洋市场领域具有广泛的经验，开发了多项创新技术，为全球50多个国家和地区的客户提供的有价值的资产监控服务。在过去30年内我们始终是企业大型企业的最佳供应商，为各大企业提供创新、经济、安全、可靠的解决方案。

Datac始终关注如何让重要客户以最低的成本拥有最可靠、稳定和安全的解决方案。为了实现这一使命，Datac大量投入硬件和软件开发。

We find that our customer in Hong Kong has a very clear plan on the way forward and we believe is a leading Water Authority in the world.

我们发现，我们的香港客户对于未来有非常清晰的计划，我们认为香港水务署是全球领先的水务机构。

Key Global Partners/Customers 全球主要合作伙伴/客户	National Grid Corporation Philippines, Kiwi Rail New Zealand, Qatar Petroleum, Joint Operations Kuwait, BP, Sharjah Electricity and Water Authority, Con Edison (USA), Seattle City Lights, 菲律宾国家电网、新西兰铁路公司、卡塔尔石油公司、科威特联合作业公司、英国石油公司、沙迦水电局、联合爱迪生（美国）、西雅图电力公司
Key Partners/Customers in China 中国主要合作伙伴/客户	Water Supplies Department (Hong Kong), 水务署（香港）
Biggest Challenge for Market Entry 进入市场的最大挑战	The biggest initial challenge faced was trying to convince our customer that although we are relatively small we can provide solutions on a par or that exceed our competitors eg ABB, Siemens. 我们起初面临的最大的挑战是试图说服我们的客户，尽管我们的规模相对较小，但是我能提供与竞争者（如ABB、西门子）同等，甚至超越竞争者的解决方案。
Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	Datac secure its business mostly through a very formal tender process so in theory the return on investment period can be relatively short as it was in the case for Hong Kong. Datac主要是通过非常正式的投标程序获得业务，因此，从理论上来说，在较短的时间内便可以获得投资回报，在香港便是如此。

DORTEK LIMITED 独而特有限公司

Design, manufacture and installation of hygienic door systems for facilities in food manufacturing, pharma cleanroom and hospital, food retail and supermarkets.

洁净门系统的设计、制造及安装（面向食品生产企业、制药洁净室、医院设施，以及食品零售店及超市）。



PROFILE

Dortek manufacture and install specialist bespoke hygienic door sets for use in the following environments: Hospitals, especially operating theatres, Pharmaceutical clean rooms, Research laboratories, Infant Formula manufacturing plants, Food manufacturing facilities, Leisure, Food retail.

The doors are made from engineering composites and are smooth, seamless moulded with permanent built in colour. Fire and non fire, hinged and sliding, hermetic variants are all provided. We have 2 factories, in Ireland and Malaysia. We have projects and sales office in the UK, Singapore and China. We have installed doors in food facilities in China and also in food retail supermarkets. We install a large % of our own product sending engineers to site.

简介:

独而特制造和安装特别定制的洁净门系列装置，用于以下场合：医院，特别是手术室，制药洁净室研究实验室，婴儿食品制造工厂，食品生产设施，休闲设施，食品零售店

使用工程复合材料制造的门平滑、无缝、永不褪色。我们提供各种门，包括防火门和非防火门，铰链门和滑动门，以及各种密封门。我们有2个工厂，分别位于爱尔兰和马来西亚。并且在英国、新加坡和中国设立了项目和销售办事处。在中国，我们已有为食品设施和食品零售超市安装洁净门的经验。我们的大部分产品都是自派工程师赴现场安装。

Website 网址	www.dortek.com.sg
Managing Director 常务董事	Alan O'Keane
Number of Employees Globally 全球员工人数:	110
Date of Establishment in China 中国代表处成立日期	2009
Market Entry Strategy 市场进入战略	We work on generating specifications, both by meeting and targeting end users, and the engineering houses with which they work. 我们所制定的规范，针对最终用户并符合其工程房屋的要求
Address in China 中国地址	Dortek Door Systems Shanghai Limited Room 1504, Suncome Liauw's Plaza, 738 ShangCheng Road, Pudong, Shanghai, 200120, P.R.China 独而特门业（上海）有限公司 中国上海浦东新区商城路738号胜康廖氏大厦1504室，邮编200120
Employees in China 中国员工	1
Contact Person in China 中国联系人	Mike Glanville, Commercial Director 商务总监 tel. +65 92333772 email. mike.glanville@dortek.com
Certificates/Awards 证书/奖项	GB 12955 Fire Door Certification for 30 minutes and 60 minute hygienic fire door. Fire Certifications for Singapore, SE Asia, Australia, New Zealand and Middle East 30分钟和60分钟洁净防火门获GB 12955防火门证书 新加坡、东南亚、澳大利亚、新西兰和中东防火证书
Key Export Markets 主要出口市场	China, Singapore, Malaysia, Philippines, Indonesia, Australia, New Zealand 中国、新加坡、马来西亚、菲律宾、印度尼西亚、澳大利亚、新西兰
Key Global Partners/Customers 全球主要合作伙伴/客户	16 of the 20 Top Global Pharma Companies, 8 of the 10 top Food Manufacturing companies, All top 5 Infant Formula Manufacturers. 制药公司全球20强中的16家，10大食品生产公司中的8家，5大婴儿食品生产商

LATEST NEWS:

Tested and Certified to GB 12955 China Fire Door Standard for single and pair of doors, 1hr rating, in 2012.

最新消息:

2012年，单扇门和双扇门通过GB 12955中国防火门标准试验和认证，等级为1小时

Biggest Challenge for Market Entry 进入市场的最大挑战	Achieving local Chinese Fire Certification 通过当地的中国防火认证
Did your experience in China lead you to re-evaluate priority markets within your company? Is so, please share your experience...	China proved more difficult than we originally expected and we invested heavily, more than we had originally budgeted to penetrate the market. We also established a new manufacturing facility in Malaysia to supply our Asia markets in 2010.
您在中国的经验是否使您重新评估公司应优先关注的市场？是的话，请分享您的经验.....	进入中国市场比我们原来预想的要困难，为了打开市场，我们进行了大量的投资，比我们原来的预算还要多。我们还于2010年在马来西亚开设了一家制造工厂，供应亚洲市场。
Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	4 years 4 年

China is undoubtedly the most difficult market we have ever entered, and it took us 3 years and considerable investment before we saw any orders at all. If you persevere, as we did, then the rewards are there. The potential in China is enormous.

中国无疑是最难进入的市场。我们花了3年时间，进行了大量的投资，才终于接到订单。但是，只要像我们一样坚持下去，就会获得回报。中国具有巨大的市场潜力。

GLEN DIMPLEX 格伦·汀普莱斯

Heating and ventilation, renewable solutions, domestic appliances and commercial and industrial

暖通产品、再生能源解决方案、家用电器以及商业和工业产品



PROFILE

Founded in 1973, Glen Dimplex is a leading international group, with annual revenues in excess of two billion euro and over ten thousand employees across four continents. Glen Dimplex is the world's largest manufacturer of electrical heating, and also holds significant global market positions in domestic appliances, cooling, ventilation, and renewable energy solutions. Today we are at the vanguard of a low carbon revolution, with an unrivalled range of solutions in space and water heating, cooling, ventilation and heat recovery. Across the world these innovative low carbon systems enable our customers to reduce CO2 emissions and eliminate cost. With our dynamic portfolio of leading brands and low carbon technologies the Glen Dimplex Group is strategically positioned to meet the market challenges of tomorrow.

简介:

格伦·汀普莱斯成立于1973年，是一家全球领先的国际性集团，年营业收入超过20亿欧元。集团在四大洲拥有1万多名员工。格伦·汀普莱斯是世界上最大的电暖产品制造商，并且在全球家用电器、冷却、通风和再生能源解决方案市场具有重要的地位。今天，我们走在低碳革命的前沿，提供无可比拟的广泛的空间和水暖、冷却、通风和热回收解决方案。我们在全世界范围内提供创新的低碳系统，使我们的客户减少CO2排放量，削减成本。格伦·汀普莱斯拥有创新的领先品牌系列和低碳技术，并且已做好充分的战略准备，足以面对未来市场的挑战。

Website 网址	www.glendimplex.com
Managing Director 常务董事	Sean O'Driscoll - CEO
Number of Employees Globally 全球员工人数:	8,500
Date of Establishment in China 中国代表处成立日期	2003
Market Entry Strategy 市场进入战略	Dimplex (Shenyang) Electric Co. Ltd (SDE) was founded in 2003 to manufacture storage heaters, fireplaces and other electrical heating products for the fast growing Chinese market 汀普莱斯（沈阳）电器有限公司（SDE）成立于2003年，生产储热式电暖器、电壁炉和其它电暖产品，供应快速发展的中国市场。
Address in China 中国地址	Shenyang: No. 9 Shiji Road, Shenyang Hunnan Industrial Zone, Shenyang, 110179. Hong Kong: Unit 1003 - 1005, 10/F. Millennium City 3, No. 370 Kwun Tong Road, Kowloon. Hong Kong 沈阳: 中国沈阳浑南开发区世纪路9号, 邮编110179 香港: 香港九龙观塘道370号创纪之城3期10楼1003-1005室
Employees in China 中国员工	400
Contact Person in China 中国联系人	Jacky Choi email. jackychoi@glendimplex.com.hk
Certificates/Awards 证书/奖项	Stringent quality controls are applied to every part of the manufacturing process and the company adheres to all necessary internationally recognised quality and safety standards. 公司在生产流程的各个环节实施严格的质量控制措施，并且遵循国际公认的所有必要的质量和安全标准。
Key Export Markets 主要出口市场	Europe, North America, Asia, and Australasia 包括欧洲、北美、亚洲和澳大拉西亚
Key Global Partners/Customers 全球主要合作伙伴/客户	Our partners and customers include the major players in the fields of wholesaling, distribution, retailing and installation of such products. 我们的合作伙伴和客户包括批发、分销、零售和产品安装领域的各大型企业。
Key Partners/Customers in China 中国主要合作伙伴/客户	Our partners and customers include the major players in the fields of wholesaling, distribution, retailing and installation of heating products 我们的合作伙伴和客户包括批发、分销、零售和加热产品安装领域的各大型企业。

LATEST NEWS:

On Tuesday 9th April Glen Dimplex launched the 'Quantum' energy system at the MAC in Belfast. The Quantum Energy System is a world-leading heat storage system that is more efficient than its predecessors and can be programmed to fit the lifestyles of end-users thanks to intelligent controls.

最新消息:

于4月9日星期四，格伦·汀普莱斯在贝尔法斯特的MAC发布了一款“量子”能源系统。量子能源系统是一款世界领先的储热式系统，其效率超越了以往产品，并且具有智能控制功能，可以根据最终用户的生活方式进行编程。

Biggest Challenge for Market Entry 进入市场的最大挑战	Finding strong, reliable local partners is the key to opening the market. 寻找强大、可靠的当地合作伙伴作为打开市场的钥匙。
Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	Our businesses are typically run on the principle that all investments would be recovered within a two year payback period. 我们公司的经营原则通常是，在两年的时间内收回所有投资。

You have to get out and get on the ground. The commitment to the market must come from the very top of the top of the organization

而是必须走出去，奔赴现场。必须要让组织高层的顶层人员投身市场。

GREYHOUND RECYCLING & RECOVERY 格雷豪再生资源公司

Waste collection in Ireland, UK and North America. Sale of secondary raw materials (paper, plastic, metals and engineered fuel) across EU, Asia and North America.

在爱尔兰、英国和北美进行废物收集。在欧盟、亚洲和北美销售次级原材料（纸、塑料、金属和工程燃料）。



PROFILE

Greyhound is a leader in the production of secondary raw materials paper, plastic, metals and engineered fuel and supply of waste derived alternative fuels. As a Green Energy provider, the company trades solid recoverable fuel materials at a discount to fossil fuels. Our current primary customers operate in the Cement and Power Industries. Additionally, Greyhound seeks to work with Coal providers, providing a supplement to their materials and facilitating the reduction of their carbon footprint. Greyhound currently trades in 15 countries worldwide, with offices in Dublin London and Shanghai.

简介:

格雷豪是生产次级原材料（纸、塑料、金属和工程燃料）和供应废物衍生替代燃料的领导者。作为一家绿色能源提供商，公司折价收购固体可回收燃料原料，将其转化为化石燃料。公司目前的主要客户来自水泥和电力行业。同时，格雷豪寻求与煤炭供应商的合作机会，向他们提供补充原料，帮助他们降低碳排放量。格雷豪目前在全球15个国家和地区开展贸易，在都柏林、伦敦和上海均设立了办事处。

Website 网址	www.greyhound.ie
Managing Director 常务董事	Joint CEO's- Michael Buckley and Brian Buckley 联合CEO 迈克尔·巴克利和布莱恩·巴克利
Number of Employees Globally 全球员工人数:	250
Date of Establishment in China 中国代表处成立日期	1999
Market Entry Strategy 市场进入战略	To market our recyclables and engineered fuel as a secondary raw material that replaces primary raw material, such as paper, plastic, metal and fossil fuels. 将可回收资源和工程燃料作为次级原材料进行销售，替代初级原材料，如纸、塑料、金属和化石燃料。
Address in China 中国地址	Room 802, No.2 Building, No.289 Minli Road, Shanghai 200070, China 中国上海民立路289号2号楼802室，邮编200070
Employees in China 中国员工	2
Contact Person in China 中国联系人	Kim Kinahan tel. +86 21 32231256 email. kimk@greyhoundrecycling.com
Certificates/Awards 证书/奖项	ISO 14000 Environmental Management System ISO 9001 Quality Management System ISO 14000 环境管理体系 ISO 9001 质量管理体系
Key Export Markets 主要出口市场	Europe, Asia and North America 欧洲、亚洲和北美

LATEST NEWS:

The development of a new facility, which will be one of Europe's largest for engineered production fuel, is on target for the last quarter this year, in London UK.

最新消息:

预计于今年最后一个季度在英国伦敦设立新工厂，将成为欧洲最大的工程生产燃料设施之一。

Biggest Challenge for Market Entry 进入市场的最大挑战	Developing relationships with customers 建立客户关系
Did your experience in China lead you to re-evaluate priority markets within your company? Is so, please share your experience...	Our strategy in China has been very successful and has lead us to develop the North American Market. 我们在中国实施的策略非常成功，并使我们进一步开拓北美市场。
您在中国的经验是否使您重新评估公司应优先关注的市场？是的话，请分享您的经验.....	
Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	6 months 6个月

If you're not in China, you can't take yourself seriously as a Global Exporter of goods and services.

如果你还没有进入中国，严格地讲，就不能算作全球商品和服务出口商。

INSTANT UPRIGHT INTERNATIONAL

Manufacturer of Premium Quality aluminium towers and access systems.
制造优质铝制脚手架和通道系统。



PROFILE

Instant Upright, Global Providers of Aluminium mobile towers, access and work platform systems. Our business is established for 60 years and is a pioneer in the mobile tower market where its success is built on three cornerstones underpinned by continuous investment in people.

Quality and Strength you can trust.

Excellence in customer service.

Continuous new product development.

简介:

Instant Upright是铝制移动脚手架、通道系统和工作平台系统的全球提供商。公司具有60年的历史，是移动脚手架市场的先驱者。公司的成功源自以人为本的持续投资，奠定了三大基石。

客户可信赖的质量和优势。

卓越的客户服务。

不断开发新产品。

While initially set up and bureaucracy is challenging, once you have the right people in place the market offers significant potential beyond the stagnation that exists in our more mature markets.

尽管处于起步阶段，并且官僚机构难以应对，但是，一旦对人员进行适当安排，在似乎停滞的成熟市场的背后，存在着巨大的市场潜力。

Website 网址	www.uprightasia.com
Managing Director 常务董事	Scott van der Valk ,General Manager 总经理Scott van der Valk
Number of Employees Globally 全球员工人数:	80
Date of Establishment in China 中国代表处成立日期	2012
Market Entry Strategy 市场进入战略	To build on existing sales into China, from our Dublin operation. To expand our presence in China, Asia, Australia and the Middle East, through offering the same great quality and service but with more competitive offering and by being closer to the markets. 以都柏林运营为基点，在现有销售的基础上打入中国市场。提供同样优质，但更有竞争力的产品和服务，同时更深入市场，从而提高在中国、亚洲、澳大利亚和中东市场的地位。
Address in China 中国地址	Instant UpRight Beijing Office, Room 311, #417 building, No.37 Xueyuanlu, Haidian district, Beijing 100191 Instant UpRight北京办事处，北京市海淀区学院路37号417号楼311室，邮编100191
Employees in China 中国员工	17
Contact Person in China 中国联系人	Scott van der Valk tel. +86 757 8520 8980 email. svandervalk@uprightasia.com
Certificates/Awards 证书/奖项	TUV Manufacturing Cert., various innovation awards in Europe for safety. TUV生产认证，欧洲各种安全创新奖。
Key Export Markets 主要出口市场	Malaysia, Singapore, Vietnam, Thailand, Turkey, Australia, Dubai, Qatar, Saudi Arabia, China ,Korea, South Africa and the Americas. 马来西亚、新加坡、越南、泰国、土耳其、澳大利亚、迪拜、卡塔尔、沙特阿拉伯、中国、朝鲜、南非和美洲国家。
Key Partners/Customers in China 中国主要合作伙伴/客户	Shanghai UpAccess Enterprises Co., Ltd. Guangzhou Weicheng Trading Co. Ltd., Precede Machine & Equipment (Beijing) Co., Ltd. 上海名帆实业有限公司 广州维城贸易有限公司 普雷斯斯特机械设备（北京）有限公司

LATEST NEWS:

After a successful start up, our company is now investing in new product development to expand its market base, thus enabling us to enter new sectors in Europe and North America.

最新消息:

公司起步颇为成功，现在正准备投资开发新产品，拓展市场基础，促使公司进入欧洲和北美的新领域。

Biggest Challenge for Market Entry 进入市场的最大挑战	Developing business beyond the tier one cities into the 15 tier two cities and finding the right partners. Finding and retaining quality people. The relative flat growth in China, over the past 18 months. 我们的竞争力增强，并且更加深入亚洲市场。在过去的12个月中，我们的客户增加了一倍。这些事实再次证明我们的投资决策是正确的。
Did your experience in China lead you to re-evaluate priority markets within your company? Is so, please share your experience... 您在中国的经验是否使您重新评估公司应优先关注的市场？是的话，请分享您的经验.....	If anything our decision to invest has been reaffirmed, through greater competitiveness and closer proximity to our Asian markets we have seen many customers double in size in past twelve months. It is also enabling us to look at entering new markets with different products in Western markets. 我们的竞争力增强，并且更加深入亚洲市场。在过去的12个月中，我们的客户增加了一倍。这些事实再次证明我们的投资决策是正确的。并且，我们有能力将不同的产品投入西方的新市场。
Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	1 year 1 年

PM GROUP PM集团

PM Group is a world class engineering, architecture, project and construction management company

PM集团是世界一流的工程、建筑、项目和施工管理公司。



PROFILE

PM Group is an international provider of professional services in engineering, architecture and project and construction management. Over the past 40 years, we have developed key expertise in the design and construction of complex, capital projects for clients in the Life Sciences and Food, Beverage & Consumer Health sectors.

Particular specialisms include biopharma, cell culture, vaccines, cell therapy, medical technology, nutritional, food and beverage facilities. Our international capability allows PM Group to combine skills and resources, applying a best in class approach to projects.

简介:

PM集团是工程、建筑以及项目和施工管理专业服务的国际提供商。在过去的40年中，我为生命科学、食品饮料和消费者健康领域的客户提供服务，积累了重要的高难度资本项目设计和实施专业知识和技术。

具体专业领域包括生物制药、细胞培养、疫苗、细胞治疗、医疗技术、营养学、食品和饮料设施。PM集团具有国际性能力，能结合技能和资源，运用一流的项目执行方法

Website 网址	http://www.pmggroup-global.com/
Managing Director 常务董事	Dave Murphy, CEO
Number of Employees Globally 全球员工人数:	1850
Date of Establishment in China 中国代表处成立日期	2010, but PM Group have been executing projects in China since 2006 2010, 但从2006年开始PM集团已在中国执行项目。
Market Entry Strategy 市场进入战略	WFOE 外商投资企业
Address in China 中国地址	Unit 1505, Block A, SOHO Zhongshan Plaza No.1055 West Zhongshan Rd., Shanghai 200051, China 上海中山西路1055号SOHO中山广场A座1505室
Employees in China 中国员工	75
Contact Person in China 中国联系人	Niall O'Loughlin, General Manager – China, 总经理 —— 中国 tel. +86 21 3323 1000 email. niall.oloughlin@pmgroup-global.com
Certificates/Awards 证书/奖项	PM Group is certified to ISO 9001:2000 for its Engineering, Project Management and Construction Management services, to ISO 1400 for Environmental Quality Assurance and OHSAS 18001 for Safety. PM集团通过了 ISO 9001:2000工程、项目管理和施工管理服务认证, ISO 1400环境质量保证认证以及OHSAS 18001安全认证。
Key Export Markets 主要出口市场	Europe, Asia and USA 欧洲、亚洲和美国
Key Global Partners/Customers 全球主要合作伙伴/客户	Johnson & Johnson, Novartis, Abbvie, Glaxo SmithKline, Genzyme, Wyeth Nutrition, Mondelez International, Mars/Wrigley, Coca-Cola, Abbott 强生、诺华、雅培生命、葛兰素史克、健赞、惠氏营养、蒙大立兹国际、玛氏/箭牌、可口可乐、雅培
Key Partners/Customers in China 中国主要合作伙伴/客户	Johnson & Johnson, Novartis, Abbvie, Glaxo SmithKline, Genzyme, Wyeth Nutrition, Mondelez International, Mars/Wrigley, Coca-Cola, Abbott 强生、诺华、雅培生命、葛兰素史克、健赞、惠氏营养、蒙大立兹国际、玛氏/箭牌、可口可乐、雅培

LATEST NEWS:

PM Group is celebrating its 40th year in business. Dedication to our clients is one of the reasons why over 70% of our business comes from those same clients who have trusted us to deliver their projects during our 40 years in business.

最新消息:

PM集团至今已成立40周年。公司70%的业务都来自长期客户，其中一个原因便是公司40年以来坚持竭诚为客户提供服务，从而赢得他们的信赖，将项目委托我们。

Biggest Challenge for Market Entry 进入市场的最大挑战	Understanding the market, Partnering Strategy, Regulatory Framework 把握市场 - 合作伙伴战略 - 法规框架
Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	PM Group has traded successfully in China from an early stage. PM集团在进入中国市场的早期便获得成功。

"China is an exciting and dynamic market, fast moving and ultra-competitive. A clear understanding of market segmentation is essential to fine tune and localize business plans."...Niall O'Loughlin, GM, China

“中国是一个富有刺激性和活力的市场，瞬息万变，且竞争异常激烈。清晰地把握细分市场对于公司计划的细微调整和本地化非常重要。”Niall O' Loughlin, GM (中国)

PPI ADHESIVE PRODUCTS (HK) LTD. PPI黏贴品（香港）有限公司

PPI produces a very extensive range of technical self-adhesive tapes for a very wide range of applications.

PPI专业生产一系列技术自粘胶带，应用范围广泛。



PROFILE

PPI was originally established in 1970 and commenced production at Waterford Industrial Estate in 1971. The company is owned and managed by its Irish board of directors produces a very extensive and sophisticated range of technical self-adhesive tapes for a very wide range of applications, notably in the electrical, electronic, audio/video, magnetic media, aerospace and photographic sectors. In addition the company produces a wide range of tapes for specialized industrial and high-tech applications.

PPI produce a range of film/foil laminates, precision die-cut for use as connectors for heated windscreens, heated wiper rest areas, heated mirrors & solar panels.

简介:

PPI成立于1970年，并于1971年在沃特福德工业区开始生产。公司为爱尔兰董事会所有并进行管理，专门生产一系列广泛的专业自粘胶带。产品应用广泛，如：电力、电子、音频/视频、航空和图像行业。此外，公司还为特种行业和高科技应用企业生产各种胶带。

PPI同时还生产一系列薄膜/箔片层压板，经过精密切割后可用作加热挡风玻璃、加热刮雨器余留部位、加热后视镜和太阳能板的连接器。

Website 网址	www.ppi.ie & www.ppi-china.cn
Managing Director 常务董事	Dermot O' Callaghan
Number of Employees Globally 全球员工人数:	300
Date of Establishment in China 中国代表处成立日期	1994
Market Entry Strategy 市场进入战略	Direct Presence 直销
Address in China 中国地址	Hong Kong: 6/F Greenwich Centre, 260 King's Road, North Point, Hong Kong Shenzhen: Room 1205, 12/F Kerry Center, 2008 Renmin Road South, Shenzhen, Guangdong 518001, China 香港: 香港北角英皇道260号怡安中心6楼 深圳: 深圳市人民南路嘉里中心1205室
Employees in China 中国员工	6
Contact Person in China 中国联系人	Jasper Zhang tel. +86 755 2516 1140 email. jasper.zhang@ppi-china.cn
Certificates/Awards 证书/奖项	VDE, DIN, BSS, IEC, ASTM, UL, MIL, AFERA and CEN and the company is registered under the ISO-9001 quality system. PPI Adhesive Products Ltd. is a member of Afera ROHS and Sony Green Partner Program. VDE, DIN, BSS, IEC, ASTM, UL, MIL, AFERA和CEN。公司已通过ISO-9001质量体系认证; PPI黏贴品有限公司是欧洲自粘胶带协会的会员; ROHS和索尼绿色合作伙伴项目
Key Export Markets 主要出口市场	Europe, Asia, America 欧洲、亚洲、美国
Key Global Partners/Customers 全球主要合作伙伴/客户	Bosch, Siemens, IBM, Molex 博世 - 西门子 IBM - Molex
Key Partners/Customers in China 中国主要合作伙伴/客户	Alstom, Siemens, TBEA, TDK-Epcos, Sensata, Oerlikon, Sunvim Solar, Bosch, VW, Bombardier 阿尔斯通、西门子、特变电工、TDK-Epcos、森萨塔科技、欧瑞康、孚日光伏、博世、大众、庞巴迪

LATEST NEWS:

PPI recently joined the Exhibition of Coil Winding 2013 Berlin, introducing new and traditional insulation products to the market.

最新消息:

PPI最近参加了2013柏林磁电展，面向市场推出了全新的和传统的绝缘产品。

Biggest Challenge for Market Entry 进入市场的最大挑战

As world manufacturing market, approaching right customer and personnel is not easy. Most multinational companies' R&D centers are still in Europe and America. The fast growing market requires more precise and unique products.

作为全球最大的制造市场，与合适的客户群和人员建立联系并不容易。大部分欧美跨国公司的研发中心仍设在欧洲和美国。这个快速增长的市场需要更精确和独特的产品。并且，我们有能力将不同的产品投入西方的新市场。

Did your experience in China lead you to re-evaluate priority markets within your company? Is so, please share your experience...

您在中国的经验是否使您重新评估公司应优先关注的市场？是的话，请分享您的经验.....

Yes, since we are in China for almost 10 years, we had been able to identify the needs and priorities from demanding markets. And we are able to distinguish our customers and select the right candidates to approach.

是的。我们已进入中国近10年，已能从严苛的市场里识别需求和优先事项。而且，我们能够区分我们的客户并选择正确的联系人。

Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间

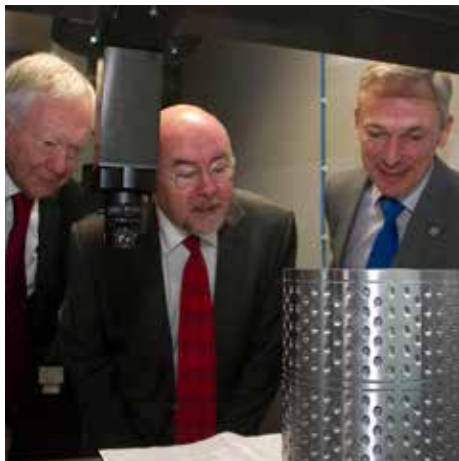
PPI China is a trading company so we had return successfully from an early stage.

PPI中国是一家贸易公司，所以我们在初期就获得了投资回报。

PRODIECO LIMITED

World's leading independent producer of blister pack tooling and blister format parts for Pharmaceutical Industry.

全球领先的独立生产商，专为制药行业提供罩板包装模具和罩板标准零部件。



PROFILE

Prodieco Pharmaceutical Components is the leading independent supplier of blister pack tooling and blister science services. Prodieco has a global customer base, world class technology and expertise in research and development. We can satisfy your blister pack design, tooling and validation requirements. Prodieco Ireland was formed in 1962 as a precision engineering company providing tool making services to mainly Irish industry. The company grew over the next two decades supplying a multinational customer base in the press tool industry. Prodieco continue to maintain our investment in employees and technologies to further strengthen our ability to deliver high quality tooling and innovative solutions for our customers.

简介:

Prodieco Pharmaceutical Components 是全球领先的罩板包装模具和罩板技术服务独立供应商。Prodieco拥有全球客户群体、世界一流的技术和研发方面的专业技能。我们能够满足您在罩板设计、模具和验证方面的需求。Prodieco爱尔兰成立于1962年，是一家精密工程公司，专为爱尔兰主要工业行业提供模具制造服务。在过去的20多年里，公司一直在为冲压模具行业的国际客户群体提供服务。Prodieco将持续对员工和技术进行投资，以增强我们为客户提供优质模具和创新解决方案的能力。

Website 网址	www.prodieco.com
Managing Director 常务董事	Robbin H Rennicks
Number of Employees Globally 全球员工人数:	130
Date of Establishment in China 中国代表处成立日期	17 March 2012 2012年3月17日
Market Entry Strategy 市场进入战略	Time is of the essence, Costs are critical and Performance is paramount – Prodieco deliver optimal solution to blister packaging needs every time. 时间是核心，成本是关键，性能则至关重要——Prodieco始终为罩板包装市场提供优质解决方案。
Address in China 中国地址	495 Fangzhou Road, 3-2808, Suzhou Industrial Park, Jiangsu Province 215012 江苏省苏州市苏州工业园区方洲路495号3幢2808室，邮编：215012
Employees in China 中国员工	1
Contact Person in China 中国联系人	Colin Tham tel. +86 137 3262 6038 email. colin.tham@ppc.ie
Key Export Markets 主要出口市场	Europe, Canada, North America, South America, Israel and Asia 欧洲、加拿大、北美、南美、以色列和亚洲
Key Global Partners/Customers 全球主要合作伙伴/客户	GlaxoSmithKline, Novartis, Sandoz, Sanofi, Bayer Healthcare, Janssen, Merck Sharp Dohme, Actavis, Teva, Bristol-Myers Squibb, Lilly, Boehringer Ingelheim, AstraZeneca
Key Partners/Customers in China 中国主要合作伙伴/客户	GlaxoSmithKline, Novartis, Sandoz, Sanofi, Bayer Healthcare, Janssen, Merck Sharp Dohme, Bristol-Myers Squibb, Lilly
Biggest Challenge for Market Entry 进入市场的最大挑战	Getting customer to believe that Prodieco's blister pack tooling quality and product knowledge is just as good as any Original Equipment Manufacturer of blister machine and breaking the first deal with a new customer. 让客户相信Prodieco的罩板包装模具质量和产品知识与罩板机器原始设备制造商的一样好并达成与首个新客户的交易。

LATEST NEWS:

Recent visit to Prodieco new facility in Dublin by The Minister for Jobs, Enterprise and Innovation, Mr. Richard Bruton

最新消息:

爱尔兰就业、企业和创新部长最近参观了Prodieco位于都柏林的新工厂。

Did your experience in China lead you to re-evaluate priority markets within your company? Is so, please share your experience...

您在中国的经验是否使您重新评估公司应优先关注的市场？是的话，请分享您的经验.....

Effective targeting, selling to multi-national pharmaceutical companies operating in China as these customers were able to appreciate Prodieco value add; providing well design and fabricated pack tooling at competitive price with good pack integrity, assuring pack quality and enhancing packaging efficiency.

有效的定位，将产品销售给那些在中国运营的跨国制药企业，因为它们比较能接受公司的价值观；提供具有价格优势、设计和制造精良的包装模具，确保包装质量并提高包装效率。

Time taken for the Chinese market to generate a return on investment:
中国市场产生投资回报所需的时间

6 months
六个月

We invite you to discover Prodieco for yourself and to see how our international success and growth in Pharmaceutical Tooling has been built on our unwavering commitment to product quality and a personalised approach to individual customer needs.

我们邀请您亲自探索Prodieco公司，见证我们如何在制药模具上取得国际化的成功和发展，而这一切正是基于我们对产品质量豪不动摇地坚持以及以个性化的方式满足客户需求的做法。

PROTECH PERFORMANCE PLASTICS

罗泰塑料科技

Injection Molding Technology
注射成型技术



PROFILE

Providing the very best in injection moulding technology, coupled with industry leading solutions and services, adding value right through our customers supply chain.

Strong focus on developing partnerships with our clients over many years. We are a total solution provider, developing products from concept, through the volume manufacturing, we provide a range of services from product and tool design, and provide a range of primary and secondary operations, from IMD through to painting and printing. We also provide full assembly and product hubbing capabilities globally.

As well as new product design, we also complete full product re-engineering and re-design, delivering value and cost reduction opportunities to all our clients.

简介:

提供最佳的注塑技术以及行业领先的解决方案和服务, 提升客户整个供应链的价值。

多年来一直致力于与客户建立合作伙伴关系。我们是一个整体解决方案提供商, 涵盖从概念到批量制造等整个产品开发过程, 我们还提供一系列产品和工具设计相关的服务, 并提供一系列主要工序和辅助工序, 包括IMD和着色印刷。我们还提供完整的装配和产品冲模功能。

除了新产品设计, 我们还可承接全面产品重组和重新设计任务, 为所有客户提供提升价值和降低成本的机会。

Website 网址	www.protechplastics.org
Managing Director 常务董事	Luis De Jesus
Number of Employees Globally 全球员工人数:	255
Date of Establishment in China 中国代表处成立日期	Oct 2010 2010年10月
Market Entry Strategy 市场进入战略	WFOE 外商独资企业
Address in China 中国地址	Unit K, 1688 Zhuanxing Road, Xinzhuang Industrial Park, Shanghai 201108 PRC 中国上海市莘庄工业园区颛兴路1688号K幢, 邮编201108
Employees in China 中国员工	80
Contact Person in China 中国联系人	Angeline Zhang – General Manager • 总经理- 张序 tel. +86 21 6442 5528 email. azhang@protechplasticschina.com
Certificates/Awards 证书/奖项	ISO 9001/2001 UL for Traceability ISO 14001 for Environmental UL可追溯性认证 环境管理体系认证
Key Export Markets 主要出口市场	Ireland, US, North America, China, Thailand 爱尔兰、美国、北美、中国、泰国
Key Global Partners/Customers 全球主要合作伙伴/客户	Multinational Electronic Companies 跨国电子公司
Key Partners/Customers in China 中国主要合作伙伴/客户	High-tech multinational companies 高科技跨国公司
Biggest Challenge for Market Entry 进入市场的最大挑战	Bureaucracy, registering the company, Business and export license. 官僚主义、公司注册、企业和出口许可证
Did your experience in China lead you to re-evaluate priority markets within your company? Is so, please share your experience...	It was a natural process for PPP to start in China. We were already shipping out China before we established the manufacturing facility in Shanghai. 这是PPP在中国发展必须经历的一个自然过程。在上海建立制造设施之前, 我们已与中国保持着业务往来。
Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	Selling to China for 8 years, Rep office in Shanghai for 4 years, WFOE for 3 years 产品向中国销售已有8年, 代表处在上海设立已有4年, 外商独资企业成立已有3年

Experienced more growth than we expected in China. We have increased capacity 50% since opening. This was growth we had not anticipated and we have managed to win more business that originally anticipated. China is a very tough, but worthwhile market.

我们在中国经历了比预期更高的增长。自工厂成立以来, 我们的产能已提供了50%。这是我们从未预料到的结果, 我们已成功地赢得了比预期更多的业务。中国是一个竞争激烈但却值得努力的市场。



QEF GLOBAL LTD

Global Sourcing, Logistics and Supply Chain Specialists

全球采购、物流和供应链专家



PROFILE

Serving the Electronics, Assembly, Automotive, Pharmaceutical, Healthcare and Engineering Industries since 1989. Over 21 years experience. Vendor Inventory Management Specialists and experts in the supply of B and C Class items. Stocking services tailored to suit your requirements.

Approved 'ship-to-stock' supplier to OEM's and CEM's worldwide

Global sourcing / procurement experts - Global footprint

Supplying a highly comprehensive range of quality products to the following standards: ANSI, BS, CNS, DIN, JIS, and customers' design

Provides an overall lower cost of ownership with tailored stock management package

简介:

自1989年以来一直为电子、组装、汽车、制药、医疗保健和工程行业提供服务。拥有逾21年的经验。供应商库存管理专家以及B类和C类物品供应专家。库存服务可根据您的要求进行定制

全球OEM和CEM认可的来料免检供应商

全球采购专家 - 全球足迹

提供一系列满足以下标准的优质产品: ANSI、BS、CNS、DIN、JIS以及客户设计

通过量身定制的库存管理方案提供更低的总拥有成本

Website 网址	www.qefglobal.com
Managing Director 常务董事	Mr. Mike Nolan 迈克·诺兰先生
Number of Employees Globally 全球员工人数:	80
Date of Establishment in China 中国代表处成立日期	September 2010 2010年9月
Address in China 中国地址	2601, 26F, Anlian Building, 4018 JinTian Road Shenzhen 51826, China 中国深圳市金田路4018号安联大厦26楼2601室 邮编: 51826
Region 深圳	Guangdong 广东
Employees in China 中国员工	2
Contact Person in China 中国联系人	Rebecca Xiong tel. +86 136 0043 9069 email. rxiong@qefglobal.com
Certificates/Awards 证书/奖项	ISO 9001 ISO 14001
Key Export Markets 主要出口市场	EMEA 欧洲、中东和非洲
Key Global Partners/Customers 全球主要合作伙伴/客户	EMC, Apple, Raytheon, Foxconn, Jabil, Flextronics, Covidein. Covidein. EMC、苹果、雷神、富士康、捷普、伟创力、Covidein。
Key Partners/Customers in China 中国主要合作伙伴/客户	EMC, Jabil, Flextronics, Foxconn EMC、捷普、伟创力、富士康
Biggest Challenge for Market Entry 进入市场的最大挑战	Pro-Forma payments while waiting up to 10 weeks for bringing goods and services to market. 提前付款的同时还需要等待10周才能将产品和服务投放市场。
Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	Since opening QEF office in Shenzhen sourcing has been simplified and returns are immediate. 自我们在深圳设立QEF办事处以来, 采购流程得到了简化, 回报也是立竿见影。

There is always value to be had, but you must be prepared to put the legwork in to achieve this. Introduction to new suppliers can result in bringing new products to market and increase QEF's range of services.

终归能够创造价值, 但您必须做好准备收集情况以实现这一目标。
新供应商将为市场带来新的产品, 并增加QEF的服务范围。

SEPAM ENGINEERING & CONSULTING (SHANGHAI) CO., LTD. 斯帕姆工程咨询（上海）有限公司

Project Management /Consultancy
项目管理和咨询



Website 网址	www.sepam.com
Managing Director 常务董事	Mr. Andrew Kearney
Number of Employees Globally 全球员工人数:	Over 2000
Date of Establishment in China 中国代表处成立日期	1998
Market Entry Strategy 市场进入战略	To support Chinese companies in developing overseas market within Ireland, UK, Europe, Middle East, Africa in the following sectors: Oil, Gas & Chemicals ; Life Science – Pharmaceuticals; Food & Beverages ; Industrial ;Alternative Energy 协助中国企业在以下领域拓展爱尔兰、英国、欧洲、中东、非洲等海外市场: 石油、天然气和化工; 生命科学 - 制药、食品和饮料; 工业; 替代能源
Address in China 中国地址	2D, East Hope Plaza, No. 1777 Century Ave, Pudong, Shanghai, 200122, P. R. China 中国上海市浦东新区世纪大道1777号东方希望大厦2D, 邮编200122
Region 深圳	A Global company with operation in Americas, Middle East , Africa and Europe 全球性公司, 分公司设在美洲、中东、非洲和欧洲
Employees in China 中国员工	60
Contact Person in China 中国联系人	Mr. Mutian Cai, Ms. Jackie Yang email. mcai@sepam.com, jyang@sepam.com, tel: +86 21 6236 3201
Key Export Markets 主要出口市场	China, Middle East, Americas, Africa, Europe 中国、中东、美洲、非洲、欧洲

PROFILE

SEPAM is an established Engineering, Procurement, Construction Commissioning and Management (EPCCM) Company, with over 30 years' experience of helping clients to deliver some of the biggest and most challenging capital projects around the world. SEPAM Engineering & Consulting (Shanghai) Co. Ltd. was founded in 1998 and has completed several successful Projects in China with some of the most prestigious International companies investing in China. SEPAM continues to provide our partners and customers with effective project solutions in a safe and cost effective manner. We guarantee owner commitment, participation and accountability in everything we do.

简介:

斯帕姆是一家成熟的工程、采购、施工委托管理（EPCCM）公司，拥有30多年的从业经验，致力于协助客户交付世界各地最大和最具挑战性的资本项目。斯帕姆工程咨询（上海）有限公司成立于1998年，目前已通过与一些声名远播的国际公司合作在中国完成了数个成功的项目。斯帕姆将以安全和经济有效的方式继续为我们的合作伙伴和客户有效的提供项目解决方案。我们所做的一切事情均遵守我们对业主的承诺、义务和责任。

LATEST NEWS:

Sepam China has been awarded a commissioning contract of a gas project by a famous Oil & Gas company. The award is a great achievement for the team and continues Sepam's growing success in China.

最新消息:

斯帕姆中国已获得一家知名的石油和天然气公司的天然气项目委托合同。该合同对团队来说是一个伟大的成就，并且延续了斯帕姆在中国的不断成功。

Biggest Challenge for Market Entry 进入市场的最大挑战	Sepam China has a long presence and successful operation in the market since 1998. The biggest challenge for market entry was to configure a suitable business model to execute and win all the time in China. 斯帕姆中国的历史较长，自1998年以来已在市场上实现成功运营。进入市场面临的巨大挑战是构建一个最适用于中国并且能够在中国持续取得成功的商业模式。
Did your experience in China lead you to re-evaluate priority markets within your company? Is so, please share your experience...	Competition in China EPC (M) market is fierce visibly because of global economy slow down. Client relationship becomes important and our global resources support us to create and bring values to us and our clients in China. 由于全球经济增长放慢，中国的EPC（M）市场竞争非常激烈。客户关系变得愈加重要，我们的全球资源支持着我们在中国创造价值并为我们和客户带来价值
Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	We generated the ROI in couple of months after working on the first project. 我们在承接首个项目后数月内即已产生投资回报。

China market is a place testing company comprehensive capabilities to win the business.

中国市场是一个测试公司赢得业务的综合能力的地方。

WILSON (DALIAN) ARCHITECTURE DESIGN COMPANY LTD

威尔森（大连）建筑设计 有限公司

International Architectural Design and
Master Planning Consultants
国际建筑设计和总体规划咨询



Website 网址	www.wilsondalian.com
Managing Director 常务董事	Frank O'Mahony
Date of Establishment in China 中国代表处成立日期	2011
Market Entry Strategy 市场进入战略	Formed a JV Company with local Business Partner in order to capitalize on the demand for Western design capability in the China construction market. 与当地合作伙伴共同成立合资企业，从而充分利用中国建筑市场对西方设计能力的需求。
Address in China 中国地址	Room 1701, Manhattan Tower, Youhao Rd, Dalian, PRC 中国大连市中山区友好路曼哈顿大厦1701室
Region 深圳	Liaoning Province, NE China 中国东北辽宁省
Employees in China 中国员工	10
Contact Person in China 中国联系人	Frank O'Mahony, Wang Gang tel. +86 411 8279 2235, email. frank@wilsondalian.com
Certificates/Awards 证书/奖项	RIAI and RIBA Members. 爱尔兰皇家建筑学院（RIAI）和英国皇家建筑师学会（RIBA）会员。
Key Export Markets 主要出口市场	China, UK, Middle East 中国、英国、中东

LATEST NEWS:

Wilson recently won International Design Competition for twin High Rise Towers in Dalian.

最新消息:

威尔森最近赢得大连高层双子塔楼国际设计大赛。

PROFILE

Wilson Architecture was established as a professional architectural consultancy in 1985. The company has International experience in the Master Planning, Design and Project Management of Commercial, Retail, Residential, Educational, and Industrial Projects. We are also highly experienced in the design of Pharmaceutical and Clean Room facilities worldwide. In 2010 we entered the China market and established a permanent Design office in Dalian, which is staffed by International and Chinese Designers. We have been successful in obtaining design work on a variety of large projects, and have recently won an International Competition for a major High Rise mixed use development in Dalian. We are also experienced in the design and construction of energy efficient buildings and materials.

简介:

威尔森建筑设计有限公司始创于1985年，是一家专业的建筑咨询公司。公司广泛涉足商业、零售、住宅、教育和工业项目，在总体规划、设计和项目管理等领域拥有丰富的国际经验。我们在制药设施和洁净室设施设计领域也拥有丰富的国际经验。我们于2010年进入中国市场，并在大连设立了永久性的设计办事处，员工由国际和中国设计师组成。我们已成功获得各种大型项目的设计工作，最近还赢得大连高层混合开发大型项目的国际设计大赛。我们同时也非常熟悉节能建筑和材料的设计和施工。

*Doing business in China is like being
on a frenetic rollercoaster and certainly
not for the faint hearted*

在中国开展业务就像是坐疯狂过山车，
这当然不是一件轻松的事情。

Biggest Challenge for Market Entry 进入市场的最大挑战	The absolute requirement to spend a lot of time on the ground in China, combined with the difficulties created by the language barrier 长时间在中国居住的绝对要求以及语言障碍造成的困难
Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	2 years 2 年

ZENITH TECHNOLOGIES SHANGHAI LTD. 泽尼斯自动化设备（上海）有限公司

Premium Quality, Automation and Validation solutions for Pharmaceutical Manufacture
为制药提供优质的自动化和验证解决方案



PROFILE

Zenith Technologies is firmly established as one of the world's leading Independent Automation Solution Providers. Founded in 1998 and privately owned, Zenith has grown to be a global force with over 380 employees across the continents of Europe, North America and Asia. As an undisputed and trusted provider of Automation Solutions for Manufacturing Systems, Zenith has built an enviable reputation in Life Sciences. The company's primary focus is in the highly regulated pharmaceutical/ biotechnology sectors where automation and validation are intrinsic requirements of the manufacturing process. Zenith's core expertise is centred on two critical levels of its customers' infrastructure, namely Production Control and Plant Management.

简介:

泽尼斯自动化设备是一家全球领先的独立自动化解决方案提供商。泽尼斯是一家于1998年成立的私营企业，如今已发展成为一家跨国企业，员工人数超过380名，遍及欧洲、北美和亚洲大陆。作为一家无可争议和值得信赖的制造系统自动化解决方案提供商，泽尼斯已在生命科学领域建立了令人称羡的声誉。公司主要专注于高度管制的制药和生物科技行业。自动化和验证技术是这两个行业制造过程中的内在需求。泽尼斯的核心专长集中在客户基础设施的两大关键领域，即生产控制和工厂管理。

Website 网址	www.zenithtechnologies.com
Managing Director 常务董事	CEO: Brendan O'Regan, Deputy CEO: Joe Haugh
Number of Employees Globally 全球员工人数:	390
Date of Establishment in China 中国代表处成立日期	Jan 2013 2013年1月
Market Entry Strategy 市场进入战略	Provide solutions to MNC and Local Pharma companies in partnership with ABB 为跨国公司和与ABB公司合作成立的当地制药企业提供解决方案。
Address in China 中国地址	Room 1132, 11/F, Aurora Tower, 99 Fucheng Road, Shanghai 200120 上海市富城路99号震旦国际大厦11楼1132室，邮编200120
Region 深圳	East Coast China 中国东部沿海地区
Employees in China 中国员工	2
Contact Person in China 中国联系人	Shuyuan Ling; Adrian O'Doherty tel. +86 21 6058 9222, email. Adrian.odoherty@zenithtechnologies.com
Certificates/Awards 证书/奖项	RIAI and RIBA Members. 爱尔兰皇家建筑学院 (RIAI) 和英国皇家建筑师学会 (RIBA) 会员。
Key Export Markets 主要出口市场	Europe, USA, Singapore, India and China 欧洲、美国、新加坡、印度和中国
Key Global Partners/Customers 全球主要合作伙伴/客户	ABB for China and India 中国和印度市场: ABB
Key Partners/Customers in China 中国主要合作伙伴/客户	J&J; GSK

LATEST NEWS:

Zenith Shanghai established and licensed to trade April 2013

最新消息:

泽尼斯上海于2013年4月成立并获得贸易许可

Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	3 years (estimated) 预计3年
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"Doing business in China is not the same as western models. Be prepared for a long lead in and build up to actually getting orders. Also, the bureaucratic process is complex when dealing with Government officials and semi-state bodies."

"中国做生意的模式与西方国家不同。获得订单之前需要做好长期准备并建立关系。同时，与政府和半政府机构打交道是件繁琐的事情。"

ICON PLC 爱康临床研究公司

A global provider of outsourced development services to the pharmaceutical, biotechnology and medical device industries

制药、生物技术和医疗设备行业外包开发服务全球提供商。



PROFILE

ICON plc is a global provider of outsourced development services to the pharmaceutical, biotechnology and medical device industries. The company specializes in the strategic development, management and analysis of programs that support clinical development - from compound selection to Phase I-IV clinical studies.

With headquarters in Dublin, Ireland, ICON currently operates from 79 locations in 37 countries and has approximately 10,638 employees. Over 1,758 of these employees are based in 13 different countries throughout Asia Pacific.

简介:

爱康临床研究公司是制药、生物技术和医疗设备行业的外包开发服务全球提供商。公司专注于战略开发、管理和项目分析，为临床开发提供支持，从化合物选择到1-4期临床研究。

爱康总部设在爱尔兰都柏林，目前已在37个国家和地区79个地点开展业务，拥有大约10,638名员工。其中有超过1,758名员工分布在整个亚太地区的13个国家和地区

Dr. Yan Bin Xie, General Manager of ICON China commented that "The clinical research market in China is at an exciting stage."

爱康（中国）的总经理谢燕彬博士说，“中国的临床研究市场正处于一个令人振奋的阶段。”

Website 网址	www.iconplc.com
Managing Director 常务董事	Mr. Ciaran Murray
Number of Employees Globally 全球员工人数:	10,638
Date of Establishment in China 中国代表处成立日期	2005
Market Entry Strategy 市场进入战略	<p>The acquisition of BeijingWits was to strengthen ICON's presence and capabilities in China to be able to meet the growing demand for clinical development services from both global and local clients. We believe by combining BeijingWits' local expertise and knowledge with ICON's global infrastructure and experience we will be able to offer clients excellent support for their clinical development in China.</p> <p>随着对北京凯维斯的收购，爱康增强了在中国的市场地位以及满足全球和本地客户不断发展的临床开发服务要求的能力。我们相信，通过结合北京凯维斯的本土专业技术与知识和爱康的全球基础架构与经验，我们将有能力为客户提供卓越的支持，协助在中国进行临床开发。</p>
Address in China 中国地址	<p>ICON Clinical Research, Floor 5 Tower B No. 28 Jianguomennei Ave., Minsheng Finance Centre Dong Cheng District, Beijing 100005, P.R. China</p> <p>中国北京市东城区民生金融中心建国门内大街28号B座5楼 爱康临床研究公司 邮编 100005</p>
Employees in China 中国员工	180
Contact Person in China 中国联系人	YanBin Xie, 谢燕彬 tel. +86 10 8529 5120 email. yanbin.xie@iconplc.com
Certificates/Awards 证书/奖项	<p>SCRIP Awards -Clinical Research Team of the year 2012 Blue Pyramid Consulting - ICON Medical Imaging Rated Top Provider - 2011</p> <p>2012年度临床研究团队奖 爱康医学成像顶级提供商2011</p>
Key Global Partners/Customers 全球主要合作伙伴/客户	<p>ICON works with all the Top 20 pharmaceutical companies globally as well as with numerous smaller biopharma customers. ICON has strategic partnerships with a number of the world's leading biopharma companies, including Roche, Shire, Pfizer, BMS and Eli Lilly.</p> <p>爱康与制药公司全球20强均有合作，同时还拥有许多小型生物制药公司客户。爱康与一些世界领先的生物制药公司建立了战略合作伙伴关系，包括罗氏、夏尔、辉瑞、BMS和礼来。</p>
Key Partners/Customers in China 中国主要合作伙伴/客户	<p>ICON was recently chosen by Tasly Pharmaceuticals to assist in its aim to get the first FDA Approval of a Traditional Chinese Medicine</p> <p>爱康近期选择与天士力制药合作，实现公司首次获得FDA中药批准的目标。</p>
Biggest Challenge for Market Entry 进入市场的最大挑战	<p>It is important to understand the regulatory environment prior to making any decision to enter the market. Having entered the market, it is vital to keep track on any changes to legislation or regulations and how these could affect your business. Chinese regulatory bodies work in a less collaborative manner than western governments, which can make it difficult to anticipate regulatory changes before they happen.</p> <p>做出任何进入市场的决策前，必须先了解该市场的法规环境。进入市场后，也应时刻注意任何法律法规变化以及这些变化可能对公司产生的影响。中国的监管机构的工作方式不如西方的政府容易协作，因此，很难预计到将会发生的法规变化。</p>
Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	<p>Government regulations can impact significantly on the timeline and costs of market entry, and companies are suggested to understand fully the implications of regulations prior to committing to the market. For example, in the medical and pharmaceutical sectors, long period of time for product development or clinical trials may be required, which result in a longer sales cycle than may be the case in other countries.</p> <p>政府法规在很大程度上影响着进入市场的时间和成本，因此，建议公司在进入市场前，先充分理解法规的含义和影响。举例而言，在医疗和制药行业，产品开发或临床试验的时间可能较长，因此，相对于其它国家来说，其销售周期可能更长。</p>

REAGECON DIAGNOSTICS LIMITED

Reagecon is a leading provider of Complete Business Solutions to laboratories worldwide.

REAGECON是全球一流的实验室整体方案供应商。



PROFILE

Reagecon manufactures a comprehensive range of Physical and Chemical Standards and is a major distributor of laboratory equipment and consumables. Reagecon continues to occupy a unique position in terms of the breadth and range of Standards offered in the marketplace worldwide. These products cover a unique range of techniques, technologies and scientific disciplines and include the following: Electrochemical / Physical / Organic / Inorganic / Physico-Chemical / Dissolution / Petrochemical / Biofuels. The company also makes the widest range of Standards for the following industries/sectors: Dairy / Soil / Water / Pulp & Paper / Sugar Processing / Pharmaceuticals (EP, USP, JP).

简介:

Reagecon不仅生产各种化学和物理性质的标准品,而且还经销各种实验室仪器与耗材。Reagecon致力于拓展产品线的宽度和广度。产品家族包含了一系列特有的技术:电化学/物理/有机/无机/物理化学/溶出度/石化/生物柴油。本公司还为一下行业提供广泛的标准品:乳制品/土壤/水/造纸/糖处理/医药行业

You won't lose if you don't give it up

不放弃就永远不会失败

Website 网址	www.reagecon.com
Managing Director 常务董事	Mr. John Barron
Number of Employees Globally 全球员工人数:	70
Date of Establishment in China 中国代表处成立日期	April 2013
Market Entry Strategy 市场进入战略	To set up main distributors for our products in China. Have hired a Chinese national who did his Masters in Business Studies in UCD Smurfit Business School. Have appointed 5 good distributors to date. 建立起完善的经销商网络。我们雇佣了一个中国人来开发亚洲市场,他毕业于爱尔兰国立大学斯莫菲特商学院。并且,他已经与5个中国经销商建立起了良好的关系。
Address in China 中国地址	Suite 728, Shanghai Centre, 1376 Nanjing Road West, Shanghai, China 中国上海市南京西路1376号上海商场728室
Employees in China 中国员工	1
Contact Person in China 中国联系人	Yi Sun tel. +86 131 2289 6063 email. leo.sun@reagecon.ie
Certificates/Awards 证书/奖项	We believe we are the only producer worldwide (May 2013) to have achieved ISO 17025 accreditation for all of the following fundamental metrological techniques: Calibration of laboratory balances, Calibration of temperature controlled enclosures covering the scope of -196 to +1200 degrees centigrade & The testing of density standards (0.6407 - 1.0337g 1ml) for use on digital density meters or hydrometer based techniques. 我们相信,我们是全球唯一一家同时在以下所有基本计量技术方面获得ISO17025认证(2013年5月)的生产商:实验室称量校准,温控机器校准(-196°C~+1200°C,数字式密度计或基于比重计的计技术所使用的密度标准品的测试(0.6407 - 1.0337g 1ml)
Key Export Markets 主要出口市场	Europe / USA / Middle East / Asia 欧洲/美国/中东/亚洲
Key Global Partners/Customers 全球主要合作伙伴/客户	Amgen, Alkermes (formerly Elan), VWR, Beckmann Coulter, Fisher Scientific, Mettler Toledo, Applied Biosystems, Pfizer
Key Partners/Customers in China 中国主要合作伙伴/客户	Sinopharm, Anpel, UWA 国药集团化学试剂有限公司, 安谱, 优瓦

LATEST NEWS 最新消息:

Have appointed Sinopharm Chemical Reagent Co. Ltd (SCRC) as one of our main distributors in the Chinese market. This is a big company and has great potential for our products.

正式委托国药集团化学试剂有限公司为Reagecon公司在中国的主要经销商之一。国药试剂有着很强的渠道优势和品牌优势,非常利于Reagecon公司打开中国市场

Biggest Challenge for Market Entry
进入市场的最大挑战

Building a good business working relationship with our distributors and customers. This process will take time and patience – quite unique to this marketplace.

与经销商和终端用户建立起良好的合作关系。这将需要一定的时间和耐心

Did your experience in China lead you to re-evaluate priority markets within your company? Is so, please share your experience...

您在中国的经验是否使您重新评估公司应优先关注的市场? 是的话, 请分享您的经验.....

No, but it is very early days for us to come to any conclusion yet. One thing for sure – this is a huge market.

没有。但是还太早下结论。可以肯定的是中国市场非常的大

Time taken for the Chinese market to generate a return on investment:
中国市场产生投资回报所需的时间

Too early to say – probably 3 to 5 years.
现在还无法得出结论-可能是3-5年

HANNA MOORE & CURLEY LTD

瀚恒有限公司

Intellectual Property (IP) – European
Patent and Trademark Attorneys

知识产权 (IP) – 欧洲专利和商标律师事
务所



PROFILE

Formed in 2003, and based in Dublin, Ireland, Hanna Moore & Curley is now recognised as a leading firm of European patent and trade mark attorneys, especially in protecting high technology and software, and is rated by Our international client base, from start-ups, research institutions to large multinationals is located Ireland, UK, USA, Canada, Australia and China. With an office in Dalian, PRC, it is the only Irish IP firm with an office in China.

In all our relationships we strive to provide pragmatic and commercial advice. Our attorneys are known for their high quality professional services before the European Patent Office, European Trade Marks Office, and the Irish and UK Patent Offices. We advise on developing and maintaining worldwide patent and trade mark portfolios, and maximizing the potential of our clients IP assets.

简介:

瀚恒成立于2003年，总部位于爱尔兰都柏林，是欧洲专利和商标律师事务领域知名领先公司，尤其擅长保护高科技和软件知识产权，拥有国际客户基础，从新兴公司、研究机构到大型跨国公司，客户分布在英国、美国、加拿大、澳大利亚和中国。瀚恒在中国大连设立了办事处，是唯一一家在中国设有办事处的爱尔兰IP公司。

我们尽力为所有客户提供实用的商业建议。我们的律师可向欧洲专利局、欧盟商标局以及爱尔兰和英国专利局直接提出申请，提供专业的服务。我们还提供对开发和维护世界范围的专利和商标组合的建议，最大化客户的IP资产潜力。

Website 网址	www.hmc-ip.com
Managing Director 常务董事	Peter Hanna, Barry Moore, Donnacha Curley
Number of Employees Globally 全球员工人数:	21
Date of Establishment in China 中国代表处成立日期	24th November 2011 2011年11月24日
Market Entry Strategy 市场进入战略	Visits to China since 2009, then set up representative office to liaise with new clients and continued local marketing efforts. Visits to local patent attorneys and in house IP attorneys in Chinese high tech companies to offer our international IP services. 自2009年开始访问中国，然后设立代表办事处，与新客户联系，并继续在当地开展营销活动。访问当地专利律师事务所和中国高科技公司内部IP律师，提供国际IP服务。
Address in China 中国地址	Room 8017, Chunhui Building, 24 Tangshan Road, Xi'gang District, Dalian, Liaoning, China (116011) 中国辽宁省大连市西岗区唐山街24号春晖大厦8017室，邮编116011
Region 深圳	North East China, Liaoning Province 中国东北，辽宁省
Employees in China 中国员工	2
Contact Person in China 中国联系人	Yan Guo, Peter Hanna tel. +86 411 8361 4855, +353 1661 3930 email. mail@hmc-ip.com, china@hmc-ip.com.cn
Certificates/Awards 证书/奖项	"Managing Intellectual Property" "Tier 1" firm in Ireland, 2013. 2013年爱尔兰“知识产权管理”“一级”公司
Key Export Markets 主要出口市场	USA, Canada, Australia, China 美国、加拿大、澳大利亚、中国
Key Partners/Customers in China 中国主要合作伙伴/客户	Chinese Patent Attorney firms; there are about 1000 of them Chinese Hi-Tech companies, the ones which have gone global 大约1000家中国专利律师事务所 中国全球性高科技公司

LATEST NEWS:

March/May 2013, Hanna Moore & Curley European Patent Attorneys joined "5th China IP Counsel Congress" at Shenzhen and Shanghai.

最新消息:

2013年3月/5月，瀚恒欧洲专利律师事务所参加了在深圳和上海召开的“第5届中国知识产权峰会”。

Biggest Challenge for Market Entry 进入市场的最大挑战	Identifying and getting to meet decision makers in Chinese companies. Price cutting by competitors 找到并认识中国公司的决策制定者，竞争者的低价策略
Did your experience in China lead you to re-evaluate priority markets within your company? Is so, please share your experience...	You have to look East, but looking West is still our priority. 你必须将目光投向东方，但西方仍是我们的首要重点。
Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	It will be a long time, maybe 10 years. You have to take a long view on China. 这将是一段非常长的时期，可能需要10年。在中国，你必须把目光放远些。

"We will have a lot of work to send you next year"

"我们有很多工作要委托您.....明年吧"

JEFF HOWES GOLF DESIGN 郝杰夫高尔夫球场设计

Golf Course Design / Architecture
高尔夫球场设计/ 建筑



PROFILE

Jeff Howes has over 35 years experience in the golf course industry. Jeff is well travelled having worked on golf courses in China, Thailand, Japan, Indonesia, the USA, Austria, Switzerland, Norway, Spain, Hungary, Italy, his native Canada and, of course his adopted country of Ireland. Jeff Howes has designed many resort courses that have held Professional Tour events, for example The Sheraton Fota Island Golf Resort in Cork, Ireland (The Irish Open 2001 & 2002), and The Heritage Golf & Spa Resort, Ireland which was co-designed with Seve Ballesteros (The Seve Trophy in 2007), GC Adamstal, Austria (The MANO Open) and GC Fohrenwald, Austria (The Austrian Ladies Open). In 2001, Jeff Howes Golf Design oversaw the restoration / upgrading of the green surfaces at Mount Juliet, Co. Kilkenny, Ireland prior to the hosting of The American Express World Golf Championship.

简介:

郝杰夫在高尔夫球场领域拥有35年多的经验。杰夫游历甚广，参与过世界各地的高尔夫球场设计，包括中国、泰国、日本、印度尼西亚、美国、澳大利亚、瑞士、挪威、西班牙、匈牙利、意大利，以及其祖国加拿大和移民国家爱尔兰。郝杰夫设计的许多高尔夫球场都曾举办过职业巡回赛，如爱尔兰科克岛的喜来登佛塔岛高尔夫球场（2001 & 2002爱尔兰公开赛）、与赛弗·巴列斯特罗共同设计的爱尔兰传统高尔夫温泉度假村（2007年塞弗杯）、奥地利GC Adamstal（MANO公开赛）以及奥地利GC Fohrenwald（奥地利女子公开赛）。2001年，郝杰夫高尔夫球场曾设计爱尔兰基尔肯尼郡朱丽叶山球场草皮的修复及改善工程。该球场后来曾举办美国运通高尔夫锦标赛。

Website 网址	www.jhgd.com/
Managing Director 常务董事	Mr. Jeff Howes
Number of Employees Globally 全球员工人数:	4
Date of Establishment in China 中国代表处成立日期	2010
Market Entry Strategy 市场进入战略	To introduce the game of golf to a larger audience through an affordable network of golf academies, driving range facilities & public courses 通过高尔夫学校、练习场设施和公开球场的合理网络运营，将高尔夫运动介绍给更多大众。
Address in China 中国地址	No. 102, Unit 3, Building 2, Shidai Guoji Jiayuan, Chaoyang District, Beijing, China. 中国北京市朝阳区时代国际嘉园2号楼3单元102室
Region 深圳	Beijing 北京
Employees in China 中国员工	1
Contact Person in China 中国联系人	Ms. Amy Zhen tel. +86 (0)10 5200 6180 email. jeffhowes@vip.sina.com
Certificates/Awards 证书/奖项	Member of EIGCA, GCSAA & CGSA. Bachelor of Science (BSc. – University of Alberta, Canada) xDiploma in Turfgrass Management (MIT, Boston, USA) EIGCA, GCSAA & CGSA高级会员 理学学士（加拿大亚伯达大学） 草坪管理学位（美国波士顿麻省理工学院）
Key Export Markets 主要出口市场	Europe & Asia 欧洲、亚洲
Key Partners/Customers in China 中国主要合作伙伴/客户	Property Developers / Private Investors / Investment Funds / Local Authorities / Existing Golf Clubs 房地产开发商/私人投资者/ 投资基金/本土官方机构/ 现有高尔夫俱乐部

LATEST NEWS:

Jeff Howes latest project is the Liu Jiang International Golf Club, Guangxi. This 36 hole project is expected to open for play in October, 2013.

最新消息:

郝杰夫最近正在负责广西柳江国际高尔夫俱乐部项目。这是一个36洞球场，预计于2013年10月开始向公众开放。

Biggest Challenge for Market Entry 进入市场的最大挑战	The language 语言
Did your experience in China lead you to re-evaluate priority markets within your company? Is so, please share your experience...	Not really – we knew it would take time. From our early market research visits to China it became apparent from contacts we made over there that you must be in it for the long haul that cultivating the Chinese market took time & patience.
您在中国的经验是否使您重新评估公司应优先关注的市场？是的话，请分享您的经验.....	不完全是 我们知道这将需要时间。根据我们早期访问中国时进行的市场调查，我们在中国的工作联系人明显地意识到，你必须投身其中，付出长期努力，打开中国市场需要时间和耐心。
Time taken for the Chinese market to generate a return on investment: 中国市场产生投资回报所需的时间	Return on Investment took approximately 1 year. 获得投资回报大约需要1年时间

The Chinese Golf Development market is gaining momentum once again after a moratorium which was imposed on such projects in 2011 / 2012 has been partially lifted. We see the market being more active once again. "

2011/2012年，此类项目遭遇的停滞被部分解除后，中国高尔夫球场开发市场的势头又开始增长。我们看到市场再次变得活跃起来。

MORGAN MCKINLEY JOB INTERMEDIARY

摩根麦肯立人才服务

Recruitment services: Contingency and Retained Search and Selection.

招聘服务：意外需求与常备的搜寻与筛选



PROFILE

Morgan McKinley Shanghai office opened in early 2011 to meet growing demand from our key clients and local enterprises for specialised recruitment services with international scale and experience in this key financial and commercial hub. We identify, appraise and match leading professionals domestically and internationally with clients in the Financial Services, Commercial and Technical sectors. We are the only privately-owned Irish recruitment business in China. Morgan McKinley Hong Kong was the first office to open in Asia Pacific. In Hong Kong we are focused on delivering permanent, temporary, interim and contract recruitment solutions to a broad range of employers, from leading global organisations to local market and niche providers.

简介:

摩根麦肯立上海办事处成立于2011年初，其目的是要凭借公司的国际化规模和专业知识，以上海这一个重要的金融和商业枢纽为据点，提供专业的招聘服务，满足我们的重要客户和本土企业日益增长的需求。我们针对金融服务、商业和技术领域的客户，确定、评估并匹配合适的国内和国际领先专业人员。我们是爱尔兰唯一一家在中国开展业务的私营招聘企业。摩根麦肯立（香港）是公司在亚太地区设立的第一家办事处。香港办事处主要为各类雇主提供永久性、临时性、短期和合同招聘解决方案，包括领先全球公司、本地市场和缝隙企业。

Website 网址	www.morganmckinley.com.cn
Managing Director 常务董事	Vivian Ng, 黄微雯
Number of Employees Globally 全球员工人数:	Over 500 500多人
Date of Establishment in China 中国代表处成立日期	In Hong Kong - Oct, 2001 / In China - Feb, 2011 香港 - 2001年10月 / 中国大陆 - 2011年2月
Market Entry Strategy 市场进入战略	Morgan McKinley opened a Wholly Owned Foreign Enterprise (WOFE) through its Hong Kong subsidiary. 摩根麦肯立通过其香港子公司成立了一家外商独资企业。
Address in China 中国地址	Suite15-012, Hang Seng Bank Tower, 1000 Lujiazui Ring Road, Pudong New District, Shanghai, China 200120 中国上海市浦东新区陆家嘴环路恒生银行大厦15楼012室, 邮编 200120
Employees in China 中国员工	59
Contact Person in China 中国联系人	Katrina Jiang in Shanghai, Office Manager (上海) tel. +86 21 5108 1200 email. shanghai@morganmckinley.com
Certificates/Awards 证书/奖项	Job Intermediary License issued by Shanghai HR and Social Insurance Bureau 2012 China Best Headhunting Company Award organized by Top HR 上海人力资源和社会保障局的职业中介许可证 拓普合创组织的2012年中国最佳猎头公司奖
Key Export Markets 主要出口市场	Greater China, Europe and the US - Globally mobile professional talent is our key export market. 大中华地区、欧洲和美国 - 我们的主要出口市场是全球流动的专业人才。
Key Global Partners/Customers 全球主要合作伙伴/客户	A wide variety of professional services organizations, Multi-National enterprises and SMEs across numerous sectors. 各类职业服务组织、跨国公司，以及各个领域的中小型企业。
Key Partners/Customers in China 中国主要合作伙伴/客户	Prudential, Swiss-Reinsurance, Amundi, Morgan Stanley, NTT, Coutts & Co, Sun Life Insurance, Ageas, Bank Of China International, Bank of Singapore, Bank of America Merrill Lynch, HSBC, etc. 保诚, 瑞士再保险, 东方汇理, 摩根斯坦利, 顾资银行, 阳光人寿保险, 富通, 中银国际, 新加坡银行, 美国银行美林证券, 汇丰银行, 等...

LATEST NEWS:

Our Chinese business has grown to almost 60 staff over 12 years of operating. We aim to further expand and build our presence in core market.

最新消息:

经过12年的发展，我们在中国的公司拥有将近60名员工。我们计划进一步提高我们在核心市场中的地位。

Biggest Challenge for Market Entry 进入市场的最大挑战

Understanding the market sector and gaining trust from Chinese partners will take time. Administrative burdens, speed of license approvals and lack of free-trade or convertible currency in Mainland.

我们需要时间来了解市场板块和获得中国合作伙伴的信任。中国大陆的行政压力大、许可证批准进度缓慢、自由贸易或可兑换货币的缺乏。

Did your experience in China lead you to re-evaluate priority markets within your company? If so, please share your experience...

No - but it did change our thinking around cross-selling and client relations within the other APAC offices, as China does business in a different way to our existing teams. This challenge has helped us grow in HK especially.

您在中国的经验是否使您重新评估公司应优先关注的市场？是的话，请分享您的经验.....

没有。但是，我们在亚太地区其它办事处形成的关于交叉销售和客户关系观念，在这里有所改变，因为中国的办事方式与我们现有团队的办事方式不一样。该挑战特别有助我们在香港的发展。

Time taken for the Chinese market to generate a return on investment:
中国市场产生投资回报所需的时间

1 year
1年

The mainland Chinese market represents a great opportunity for both domestic and international businesses as the economy continues to grow to become a truly global force

对于国内和国际公司，中国大陆市场都是一个巨大的机会，因为中国的经济一直在发展，并将成为一支真正的全球力量。

PCH INTERNATIONAL PCH国际有限公司

PCH International creates, develops and delivers the world's best technology products for the world's best brands.

PCH面向世界一流品牌，创新、开发和交付世界顶尖科技产品。



PROFILE

PCH International was founded by Liam Casey in 1996, with corporate headquarters in Cork, Ireland and operational headquarters in Shenzhen, China. Our services span all stages of the consumer product development and supply chain, from concept to delivery, and all critical steps in between. We combine our end-to-end services with a unique understanding of China and transparent partnerships to deliver absolute peace of mind to our clients. PCH is the partner behind-the-scenes responsible for some of the most successful consumer electronics accessories launches. PCH is the enabler, turning an idea into a physical product in the hands of a consumer while optimizing quality, cost, and time-to-market for our clients.

简介:

林凯西于1996年成立PCH国际，公司总部位于爱尔兰科克，运营总部设在中国深圳。我们的服务范围涵盖消费者产品开发和供应链的各个阶段，包括从产生概念到完成交付的各个关键环节。我们结合端对端服务与对中国的独特理解和透明的合作伙伴关系，向客户交付绝对放心的产品和服务。PCH是站在幕后的合作伙伴，一些最成功的消费者电子产品配件发布便是由它负责完成。PCH是一个促成者，它将概念转化为消费者手中的有形产品，同时为客户优化品质、成本和产品上市时间。

Website 网址	www.pchintl.com
Managing Director 常务董事	Liam Casey (founder and CEO) 林凯西 (创立者兼CEO)
Number of Employees Globally 全球员工人数:	PCH employs more than 5,000 staff globally PCH全球员工超过5,000人
Date of Establishment in China 中国代表处成立日期	1996
Market Entry Strategy 市场进入战略	The company started operations as a small one-person sourcing company. 公司成立之初只是一家小型采购公司，仅有一名员工。
Address in China 中国地址	PCH International Ltd, Block D&E, 4/F DuShiMing Yuan, Jintang Street, CaiWuWei, Luohu District, Shenzhen, Guangdong 518010 广东深圳市罗湖区蔡屋围金塘街都市名园D&E座4楼, PCH国际有限公司, 邮编518010
Employees in China 中国员工	4,881
Contact Person in China 中国联系人	Lynne Mulholland tel. +85 2918 15390 email. lynne@pchintl.com
Certificates/Awards 证书/奖项	2012: Liam Casey named All-Ireland Marketing Champion 2012 2012: Red Dot Design Award ISO 9001, ISO 13485, ISO 28000, ISO 14001, ISO 26000 2012: 林凯西获2012年全爱尔兰营销冠军 2012: 红点设计大奖
Key Export Markets 主要出口市场	Our clients are located all over the world, from the technology giants of Silicon Valley to every corner where promising opportunities arise. 我们的客户遍及世界各地，从硅谷的科技巨头，到具有潜在发展机会的各个角落。
Key Partners/Customers in China 中国主要合作伙伴/客户	PCH Creates Develops and Delivers The World's Best Products for the World's Best Brands. Our Clients include Top Fortune 500 Brands and the World's most innovative Start-ups, through our Accelerator programme. PCH为世界一流品牌创新、开发和交付世界顶级产品。通过我们的“加速者”计划，我们的客户包括财富500强品牌和全球最具创新精神的新兴公司。

LATEST NEWS:

PCH CEO Liam Casey appointed to Action Plan for Jobs 2013 Group by Irish Government

最新消息:

PCH CEO林凯西受聘爱尔兰政府2013年就业行动计划组。

In the past 15 years, things have changed a lot. Shenzhen used to be the place to make cheap products. Then it became a cheap place to make products. Now it's the only place to make products that we work on. We are moving from "Made in Shenzhen" to "Made by Shenzhen" to "Designed by Shenzhen". Copyright and poor quality is now the exception rather than the rule. The new China lies in design, quality, clean-tech, innovation and in setting new world standards for global business.

过去15年发生了很大的变化。深圳过去是一个廉价产品生产基地。现在已经成了一个廉价的产品生产基地。如今，只有这里生产我们经营的产品。我们从“在深圳制造”发展成为“由深圳制造”，再成为“由深圳设计”。版权和劣质如今再也不是常规，而是例外事件。中国在设计、品质、清洁技术、创新，以及适应全球企业的新世界标准上呈现出新景象。势头又开始增长。我们看到市场再次变得活跃起来。

SAONGROUP LTD. 尚龙集团有限公司

On-line recruitment
网络招聘



PROFILE

Saongroup is a world leader in online recruitment. Our business began in Ireland in 1995 with one site Irishjobs.ie, and now we run 500 websites across 30 countries in Europe, Africa, Asia and the Americas. Saongroup now has over 3,000 staff across the globe. Our websites bring jobseekers and recruiters together. We provide a high quality platform which enables recruiters to advertise vacancies and empowers jobseekers to find their dream job and promote their skills via our CV database

简介:

尚龙集团是网络招聘领域的全球领导者。公司于1995年在爱尔兰成立，当时仅有一个网站，Irishjobs.ie。现在，公司运营500个网站，遍及欧洲、非洲、亚洲和美洲的30多个国家和地区。尚龙集团目前在全球拥有3,000多名员工。我们通过网站使求职者和招聘者聚集在一起。我们提供优质的平台，供招聘者发布招聘广告，帮助求职者找到理想的工作和通过我们的简历数据库推销自身技能。

Website 网址	www.saongroup.com
Managing Director 常务董事	Ciaran McCooey
Number of Employees Globally 全球员工人数:	3000
Date of Establishment in China 中国代表处成立日期	2006
Market Entry Strategy 市场进入战略	Acquisition 收购
Address in China 中国地址	12 floor, Haihangshiye building, No.108, Jianguo Road, Chaoyang District, Beijing, P.R.China 中国北京市朝阳区建国路108号海航实业大厦12楼
Region 深圳	All Tier 1 cities in China and more than 20 Tier 2 and Tier 3 cities in China 中国所有一线城市和20多个二、三线城市
Employees in China 中国员工	2000+
Contact Person in China 中国联系人	Barbara Zheng tel. +86 10 5828 9000 email. barbara.zheng@saongroup.cn
Certificates/Awards 证书/奖项	HR Certificate/Best Driving Force for the Improvement of Local HR Service in AP Region 人力资源证书/亚太地区本地人力资源服务改进最佳推动力量
Key Partners/Customers in China 中国主要合作伙伴/客户	IBM, P&G, Microsoft, Bank of China, China Mobile IBM、宝洁、微软、中国银行、中国移动

LATEST NEWS:

Beijing- 1st February 2013- Saongroup, the global online recruitment company has reached an agreement with Monster Worldwide Inc. to acquire ChinaHR, its Chinese operation

最新消息:

北京 2013年2月1日 全球网络招聘公司尚龙集团与美国Monster（巨兽）公司达成收购其中国运营平台中华人才网的协议

DCC SERCOM SOLUTIONS DCC圣凯解决方案

Supply Chain Solutions – Production
Finance, Sales Acceleration, Order to
Cash Management, Manufacturing Lead
Partner

供应链解决方案 生产财务、销售加速、订
单到收款管理、制造商主要合作伙伴



PROFILE

Selina has been with SerCom Solutions since 2006 as is the key contact at SerCom Solutions in China for Chinese companies.

简介:

Selina于2006年便进入圣凯解决方案公司, 是圣凯解决方案公司中国地区的中国公司之间的主要联系人

Website 网址	www.sercomsolutions.com
Managing Director 常务董事	Kevin Henry
Number of Employees Globally 全球员工人数:	200
Date of Establishment in China 中国代表处成立日期	21 July 2006 2006年7月21日
Market Entry Strategy 市场进入战略	Providing Funding, Marketing, Distribution and Business Support Services globally 在全球范围内提供资金、营销、分销和商业支持服务。
Address in China 中国地址	Rm.2501, Unit B, Kingforce Tower, No.5015, Shennan Rd. East, Luohu, ShenZhen, Guangdong, China Post Code: 518001 广东省深圳市罗湖区深南中路5015号, 金丰城大厦B座2501
Contact Person in China 中国联系人	Selina Yang tel. +86 755 8246 1212 email. selina.yang@sercomsolutions.com
Certificates/Awards 证书/奖项	Quality: ISO 9002 registered, ISO 9001:2000 H&S: 18001 Health and Safety Standard received Environmental: ISO 14001 Environmental Management System standard Logistics: Known consigner status 质量: ISO 9002注册, ISO 9001:2000 健康和安全: 通过18001健康和安全标准 环境: ISO 14001环境管理系统标准 物流: 知名委托人地位
Key Export Markets 主要出口市场	Europe, US 欧洲、美国
Key Global Partners/Customers 全球主要合作伙伴/客户	Major blue chip OEM's 蓝筹股企业的代加工商

LATEST NEWS:

SerCom Solutions launched its end to end production finance, distribution and order to cash management service in 2012. Called "Brand Accelerate", this packaged service enables fast growth into key markets for Chinese companies. SerCom's VP of Business Operations, Pdraig Henry, based in Ireland, says "this packaged solution has greatly helped us in bringing more and more Brands to the European and US markets. Demand is high for the solution and some excellent product has been funded, and brought to retail shelves across Europe and the US"

最新消息:

圣凯解决方案于2012年开始推出端对端生产金融、分销和订单付款管理服务。它提供的名为“品牌加速”的一揽子服务帮助中国公司迅速打进重要市场。圣凯位于爱尔兰的企业运营部副总裁Pdraig Henry说到, “这种一揽子解决方案有力地帮助我们更多品牌引入欧洲和美国市场。该解决方案具有很大的需求量。我们为一些卓越的产品提供资金, 并将它们放上欧洲和美国的零售店货架”

China is the center of global opportunity, offering many great companies and products. SerCom Solutions enables growth, distribution and operational execution for these companies both inside and outside China.

中国是全球机遇中心, 这里有许多不错的公司和产品。圣凯解决方案帮助这些公司在中国和海外发展业务、分销产品和展开运营。

Enterprise Ireland is the government organisation responsible for the development and growth of Irish enterprises in world markets. We work in partnership with Irish enterprises to help them start, grow, innovate and win export sales on global markets. In this way, we support sustainable economic growth, regional development and secure employment.

With offices in Beijing, Shanghai and Hong Kong, Enterprise Ireland's China team cover all Irish client activity throughout the whole of the region. Working with clients across many sectors from Education to Financial Services, and Industrial to Life Sciences, Enterprise Ireland aims to promote Irish innovation while leveraging domestic expertise to help our clients gain success in China.

This Directory has been put together to represent Irish companies who have a physical presence in China and who are selling into the Chinese market.

If you have not been included and you feel that your company is suitable for this directory, please get in contact with us to discuss and we would be happy to include you in the next addition.

The Enterprise Ireland China Team



爱尔兰贸易与科技局

BEIJING

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