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SHANGHAI

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Raising a glass to success in China

Tapping into the Chinese beer market has proved successful for Japan's largest beer producer, the Asahi Group.

With its successful growth strategy in China since 1994, subsidiary company Asahi Beer (China) Investment Co. has earned a reputation for delivering high-quality products to beer enthusiasts in China.

In line with China's increasing number of affluent, young professionals, there is growing demand for premium and specialty beers in China. To meet this growing demand, Asahi Beer (China) Investment Co. has introduced popular products such as Peroni and Grolsch to cater to Chinese and international consumers.

"The Chinese economy and the country's rapidly develop-



Takashi Nishimura, President of Asahi Beer (China) Investment Co.

ing social environment are good for business," said Takashi Nishimura, president of Asahi Beer (China) Investment Co.

"The premium beer market and the specialty beer market

are both growing segments and we are in a strong position to simultaneously grow our business in China."

The company acquired shares in Chinese breweries to better serve the local market and has helped advance the country's beer industry. Today Asahi Beer (China) Investment Co. is focusing on Chinese 'beer-likers' and foreigners in the country.

"With more 'beer-likers' in China, restaurants and sports bars continue to attract clientele and our products are available to all our customers," said Nishimura.

Having achieved success in China's so-called first-tier cities such as Beijing and Shanghai, Asahi Beer (China) Investment Co. is reaching out to China's untapped second-tier cities.

"We want to reach out to oth-

er cities across China as these represent a huge opportunity for us," said Nishimura. "We recently opened a branch office in Chengdu, a representative office in Wuhan and intend to establish a presence in several key inland cities in the future."

"As we expand our business we are also driven to create an inspiring and trust-based work environment for our employees. As a Japanese company active in the Chinese market, we recognize the importance of the Japan-China partnership and we look forward to seeing this flourish in the future." ♦

www.asahibeer.com.cn

Making the connection between innovation and success

Japan's Hirose Electric Co. is one of the world's most trusted manufacturers of high-performance connectors. Serving key industries, the company has been committed to producing high-quality electronic products since 1937.

Recognizing the importance of the growing Chinese market, HRS Electric Trading (Shanghai) Co. (est. 2003) was reorganized as Hirose Electric (China) Co. in 2018. Today, the company contributes to China's electronics industry by developing connectors for industry leaders.

"We have become a leader in the industry by delivering a wide range of high-quality and innovative products," said Takao Kimura, chief operating officer of Hirose Electric (China) Co.

The company's success is based on three core pillars — access to



Takao Kimura, Chief Operating Officer of Hirose Electric (China) Co.

capital, a highly skilled workforce and close working relations with customers.

In a move to strengthen its relationships with customers in China, the company has expanded its

operations and opened several offices in key industrial regions across the country. This has enabled Hirose Electric (China) Co. to close the distance between the company and customers.

In addition to offices in Shanghai, Shenzhen and Beijing that carry out marketing efforts across greater China, offices in Guangzhou, Chongqing and Changchun have enabled the company to work more closely with existing customers as well as reach out to new clients.

"We intend to strengthen our leading position and grow our business in the rapidly expanding Chinese electronics market," said Kimura.

While North America and China address trade issues, Hirose Electric (China) Co. will develop its business in China and the region by challenging the competi-

tion and exploring opportunities in other markets.

"Despite growing competition from local Chinese companies, which are delivering high-quality, cost-competitive products and services, our strong reputation puts us in a position to develop our business," said Kimura.

"Increased automotive production, especially of electric vehicles, is expected to drive the global automotive market over the next few years and in line with this, the future is bright for Hirose Electric (China) Co." ♦

www.hirose.com
www.hirose.com/cn

The trusted Okura address in Shanghai for business and leisure guests for 30 years since 1989

Okura Garden Hotel Shanghai is one of the members of The Okura Group, whose corporate philosophy is "Best A.C.S. — Best Accommodation, Best Cuisine and Best Service." Thoughtful services and pursuit of excellence represent the symbolic core competitiveness of Okura Garden Hotel Shanghai and the Okura brand.

The Okura Garden Hotel is ideally situated in Shanghai's prestigious shopping and business district at the center of the city. Originally the site of the French Club, which was completed in 1926, the 33-story hotel combines contemporary design with the elegance of the former club. With a private 30,000-square-meter garden, the entire facility radiates a rich culture, while paying homage to the past. The 10 sophisticated function rooms are the perfect settings for meetings, conferences or banquets, the 492 well-equipped guest rooms offer an immediate sense of relaxation, and personalized attention exemplifies the hotel's five-star rating.



Harmen Dubbelaar, President and General Manager of Okura Garden Hotel Shanghai; Regional General Manager - China; Managing Corporate Executive Officer of Hotel Okura Company Ltd.

Recognized as a piece of the city's cultural heritage, the building is protected by the Shanghai government. Looking back on its history offers insight into the valuable memories of the past. Thanks to its origins, it showcases the most popular and fashionable styles from the 1920s and '30s. The building

was used by the U.S. Army and later, an indoor swimming pool was built at the site of the current Cocktail Lounge Oasis in the 1940s. After the establishment of the People's Republic of China in 1949, it changed its name to the People's Culture Palace with the garden used as a sports field. From the end of 1970s, the building was renamed the Jing Jiang Club. In 1985, a renovation project began to create the Okura Garden Hotel Shanghai with the cooperation of the Shanghai government and with 100 percent investment by Nomura China Investment Co. On March 20, 1990, the Okura Garden Hotel Shanghai opened under a 30-year lease. The new tower with its elegant guestroom facilities successfully merges with the old building and incorporates the hotel lobby, Coffee Shop Rose, Cocktail Lounge Oasis, function rooms and business center.

Over the years, the hotel has welcomed countless official state visitors, distinguished guests and business leaders and gained a reputation as a trust-

worthy hotel where guests feel welcome and are served with respect and dignity. Hotel employees are well versed in several languages and many speak Japanese and English. The hotel has been a center of the Japanese business community and many Japanese companies were introduced to the art of doing business in China while they stayed in the hotel.

We thank all our guests for their patronage at Okura Garden Hotel Shanghai. As we celebrate our 30th anniversary, all of us at Okura are looking forward to welcoming guests for many years to come as we continue to provide them with our Best A.C.S. in China. ♦

www.gardenhotelshanghai.com

leadership insights



"China and Japan have a good relationship and we are seeing efforts to strengthen the economic ties between our two countries. There are many opportunities to bring our countries closer together through increased trade and the Shanghai Japanese Commerce and Industry Club will continue to work to support the Japanese business community in China."

HITOSHI NAKAMURA, Secretary General, Shanghai Japanese Chamber of Commerce and Industry Club (JCCIC)
www.jpccic-sh.org



"In 1972, Japan and China re-established diplomatic relations and today is a 'Golden age' for our partnership. We are seeing closer ties regarding trade relations between both countries and interaction is increasing both economically and culturally. About 15 percent of JETRO's annual budget is spent in mainland China, indicating the importance JETRO places on the Chinese market. We have eight offices in China, including Hong Kong and actively encourage investment from China to Japan."

MICHIAKI OGURI, Managing Director, Japan External Trade Organization (JETRO)
www.jetro.go.jp/china



"The Japan National Tourism Organization maintains 21 offices in key cities around the world. Each overseas office is committed to promoting travel and tourism to Japan. JNTO currently has two branches in China, namely Shanghai and Beijing and will be opening a new branch in Guangzhou towards the end of 2019. Chinese tourists to Japan account for the largest number of visitors to Japan from any country. The most popular travel destinations for Chinese travelers to Japan are Tokyo, Osaka, Hokkaido, Chiba, Aichi, and Kyoto."

KENJI HARAGUCHI, Chief Representative, Japan National Tourism Organization (JNTO)
www.welcome2japan.com