



**GERMAN CENTRE**  
FOR INDUSTRY AND TRADE

**SHANGHAI**

Press Release: First Anniversary Celebration of the German Centre Shanghai

November 18, 2006

## **German Centre Celebrates Successful First Year in New Premises – Rosy Future**

**Shanghai** – The new German Centre Shanghai in the business and finance district Pudong has celebrated its successful first year with a two-day festival. “Today, we can look back on one year of history of the German Centre,” announced Dr. Gerhard Gribkowsky, member of the board of management of BayernLB, at a gala dinner commemorating the anniversary. After only twelve months, the modern business center is already at more than 80 percent of capacity. “The success the team has reached in a year of work can be seen for itself,” added Gribkowsky, who is also a member of the board of the German Centre. Accordingly, the German Centre sees a positive future for itself ahead: “I think we will reach capacity in 2007. That is even much earlier than expected,” said Christian Sommer, CEO and Chairman of the German Centre.

As part of the festivities, families and children amused themselves at an “Open Day” featuring dinner and musical highlights. More than 1,000 guests from Germany and China visited the German Centre to play games, sample specialties, and tour the new premises. The anniversary celebration concluded with an evening reception and a show from the “Bremer Musical Company.” Honored guests from all areas of the Shanghai business and political scene offered their congratulations. Among them were German General Consul Dr. Wolfgang Röhr and the vice governor of Pudong, Kang Huijun. “I am extremely pleased that this building is already so well leased,” explained Kang. The vice governor promised that his government will “also always support the small- and medium-sized businesses.”

### **A Center for the German Community**

Already in the first year of its existence, the German Centre has developed into a fixed point in the German community in Shanghai. “The German Centre has rapidly become

**Germany:**  
German Centre Shanghai  
BayernLB  
Brienner Straße 18  
80333 München | Germany  
Tel +49.89.2171-21260  
Fax +49.89.2171-27576  
germancentre@bayernlb.de

**China:**  
German Centre for Industry  
and Trade Shanghai Co. Ltd.  
88 Ke Yuan Road  
Zhangjiang Hi-Tech Park | Pudong  
201203 Shanghai | PRC  
Tel +86.21.2898-6888  
Fax +86.21.2898-6892  
info@gcshanghai.com

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[www.germancentreshanghai.com](http://www.germancentreshanghai.com)



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a little slice of Germany in Shanghai,” praised Dr. Wolfgang Röhr, German General Consul in Shanghai. He continued, “A little slice of Germany that stands for the best of what our country has to offer: Quality, technological know-how, first-class service, and a feeling of community.” For the latter, the Centre can draw on long experience. The hundred percent subsidiary of BayernLB has been involved in Shanghai for the past eleven years. “They took with them the good reputation that the old German Centre had within the German community,” praised Röhr.

An increasing number of businesses in Germany are therefore choosing the modern business center as their starting point for involvement in the Chinese market. Twenty-five thousand of a total of 32,000 square meters of office and exhibition space have already been leased. A third of the business apartments are occupied. A total of 85 business tenants have selected the Center as their base for developing the growing Chinese market. The majority are medium-sized businesses, primarily from the machine engineering and service sectors. Recently, several international large-scale enterprises have been added.

### **Assistance in Leaping into China’s Market**

One reason for the success of the German Centre is the adaptive ability of the business center, which has tailored its services entirely to the wishes of its customers. The office space is individually designed and can be expanded upon in a flexible manner. In April, a conference center with up to 300 seats opened. The restaurant “Syzygy”— in which German specialties are served as well — will be opened in the coming weeks, along with various shops for the daily needs of the new Shanghai residents from Germany.

These include not only a bakery and a tailor, but also a travel agency and an own children’s nursery.

The businesses profit from the knowledge and experience of long-established China experts at the German Center offering, for instance, assistance in dealing with China’s bureaucracy. They have already assisted more than 200 enterprises to get into the Chinese market. Many small and medium-sized businesses discover the path to the German Centre through the advice of the Sparkassen-Finanzgruppe (association of

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BayernLB  
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80333 München | Germany  
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savings banks in Germany). Because of the concentration of services in one spot at the German Centre, the principle of “short distances” applies, so that the German companies do not lose any time when making the leap into China.

**Press Contact**

Christian Sommer

Tel +86/21/2898-6888 Fax +86/21/2898-6892

info@germancentreshanghai.com www.germancentreshanghai.de

**Germany:**

German Centre Shanghai  
BayernLB  
Brienner Straße 18  
80333 München | Germany  
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