

Southeast Asia News

– “Hänt i öst” in English



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Investing in east China - The Shandong province mainland's richest

Shandong – the mountain in the east – is one of mainland China's richest provinces. It is leading in areas such as cotton and wheat production, gold and diamond mining. From a business point of view, big factories with famous brands are dominating the province. Now, the local government tries to draw foreign investors, primarily from Taiwan.



Shandong province, as seen from the communist HQ. Ready for your investment!

Maybe you have heard about the refrigerator and washing machine producer Haier or the electronic brand Hisense. Both have their domicile in Qingdao, the Shandong province's eastern part.

"It is factory that manufacture products and soul that creates brands", says a sign at the entrance to Haier's headquarter. That's true. Even but China is a communist country, the capitalism is flourishing. The local governments are doing their best to attract foreign, mainly Taiwanese, investors. The baits are low salaries, good geographic position and the key factor – good political connections. To be successful in China, it is very important to be good friend with the people who are in charge, the members of the Party. Without their blessing, getting success will be hard – that's what the history has shown.

Brewery with important historic role

The brewery in Qingdao was founded in 1903 by German settlers. Today Tsingtao Beer is China's biggest brewery. It has played an important historic role in the political game in the area.



When the Germans came to the city Qingdao about one hundred years ago, they brought many manners and customs from Europe. A brewery was started, which later was going to be occupied by the Japanese. Finally, the brewery became Chinese. During many years it served for almost all (98%) of China's beer export. Its political importance may be explained by the beer's importance for as well the Germans and the Japanese as well as for the Chinese.

Here live 90 million people



The Shandong province is China's second biggest, in terms of citizens; Over 90 million people are living here. The two biggest cities are Jinan and Qingdao, where the last mentioned several times has been elected as the *best city to live in*, in China.

Other facts about China (P.R.C.):

9,6 milj. km², 1 280 milj. inv. (2002), including Hong Kong. China has most peoples in the world, and is the third largest country.

- Head of state: Hu Jintao
 - Area: Forest (14 %), agriculture land (10 %), other (76 %)
 - Highest mountain: Mount Everest (8848 m)
 - Average lifetime (2001): Male 69 years, females 73 years
 - Railways (2000): 67 524 km
 - Roads (2000): 1,4 million km
- (Source: Nationalencyklopedin)

Time to play Unihoc!

A new sport has arrived to NCTU. It is called Unihoc, and it comes from Sweden. Unihoc is a floor ball game, similar to ice hockey but without ice or skates. At NCTU, the sport is performed every Friday night at the basket ball court.

More information about this sport can be found here:

<http://www.frick.nu/unihoc/unihoc.pdf>



Successful two-year office anniversary

Two years ago, Chalmers set up an Asia office at NCTU. The mission for the office is – among others – to promote academic exchange, and to be Chalmers' outpost in eastern Asia. The two year anniversary was celebrated with much pomp and ceremony, and some pieces of cakes.

At lunch time of the anniversary day, the Chalmers Asia office started to be full of curious students. They all wanted to celebrate the two-year-old "baby", which quickly has grown up to a valuable Swedish centre in Taiwan. Among the visitors were also representatives from Taiwan's Ministry of Education.

Chun-Yen Chang, the president of NCTU, mentioned that the efforts made at the Chalmers office is bringing success for the region, and encourage cultural understanding between Sweden and Taiwan, and more general also between Europe and Asia.

- The office is manned by exchange students from Chalmers, and the cooperativeness between NCTU and Chalmers has since the start of the office been developed in a positive direction, says Pontus Claesson, who is one of the office's representatives.

The office anniversary ended in the night, by arranging a Unihoc session for Taiwanese and Swedish students.



Charlotte Andreasson is preparing anniversary cakes.

What am I - Anders - doing in Taiwan?

For those who don't know, I am currently studying for a MBA (Master of Business Administration) at NCTU (National Chiao Tung University) in Taiwan. I decided to go there after getting my M.Sc degree and after my 1½ year at the Swedish defence company Saab AB in Linköping. This newsletter is produced (mostly in Swedish, sorry!) for friends and relatives back home, and contains information about interesting experiences I make in this part of the world. By the way, feel free to pass by – my address is below :)

See you later!

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TAIWAN R.O.C.

Olympic games for people



In three years, it is time for China to host the Olympic Games. For the Chinese people in general, this has been given attention in such way as training equipment has been placed out at some strategic places – to encourage performing healthy activities and, of course, to promote the Olympics.



Olympic money to public training equipment

Hoist sail in Qingdao

The Olympic sailings will be held in the sea, just outside the city Qingdao. And that seems to be a good choice; According to *Southeast Asia News's* reporter, the wind is very strong, as soon as one leaves the harbour. Also, the spectators would have a wonderful view from land. A receipt for success!



I and Professor Hung are examining the coast line from Qingdao's very best viewpoint.

Chinese seaside marriage

How about getting married next to the sea? Here is a couple that decided to get married next to the beach in Qingdao:



Yes!