

# China Finance

中国·金融

POWELL TATE | WEBER SHANDWICK

the power to  
influence  
outcomes

## Contact

### John Russell

EVP, Asia Pacific  
Tel: +86 10 85802022 ext 212  
Fax: +86 10 85804834  
jrussell@webershandwick.com

### Ning Shao

Managing director  
Powell Tate, china  
Tel: +86 21  
Fax:  
nshao@webershandwick.com

### Jeffrey Guo

Powell Tate, China  
Tel: +86 10 85802022 ext 203  
Fax: +86 10 85804834  
jguo@webershandwick.com

## Timely China market intelligence is now a key factor for success !

On December 11th 2006, the fourth largest economy opened its financial services sector, in accordance with its WTO commitments. Heavy investment and radical regulatory changes are already happening across the sector.

Every week there is a litany of policies and regulations released or amended that impact the operation of markets. Are your business decisions based on up-to-date information of these frequent changes ?

With *China Finance*, Weber Shandwick, with offices in Beijing, Shanghai and Guangzhou, provides a real time business intelligence system of legislative, regulatory and policy changes that is customized to your business needs.

Investment decisions anytime inherently entail risk, but in China this risk is magnified as legislative / regulatory frameworks in China are either not yet in place or have large "grey areas" regarding implementation and enforcement.

The central government is enacting rapidly policies to cover all aspects of financial services – from retail banking, investment banking, securities, derivatives, payments, funds management and private equity, to insurance and support services, such as consumer credit and rating services. Anti-trust regulation is proceeding and establishment of consolidated corporate tax is being considered.

The scope of this reform mirrors the US in the 1980's and 1990's, and the Lamfalussy Process in the European Union. In keeping with China's full-throttle economic development, this setting of the regulatory framework is being concertained into the next months and few years.

Many players are in the market. How are provincial and city governments reacting? What are the State Owned Enterprises (SOE) doing to guard their prerogatives?

Simply, do you have the in-house systems and teams in place to track, analyze and draw conclusions of these rapid government policy changes ? Do you want to shoulder the overhead this entails ?

*China Finance* provides the cost effective solution..



Weber Shandwick's *China Finance* is not just an "off the shelf" report that lands on your desk or the inbox. *China Finance* has a unique modular format. It is:

- Customized and tailored to **your** key issues and business priorities.
- Operating in "real time"
- Interactive
- Flexible to your changing needs and requirements
- Including conclusions and recommendations relevant to your business goals

In addition, real-time "alerts" allow you to exchange views with our experts via meetings or concalls. We work with you to reassess periodically your priorities in line with your changing business needs.

*China Finance* becomes your partner with A-grade business intelligence designed to help you make informed, timely decisions in China's swiftly changing marketplace.

Our "deliverables" include:

- **Alerts.** Within 24 hours of a significant announcement related to one of your high priority issues, a report of the facts, with initial analysis and recommendations will be sent to you.
- **Pol/Leg/Reg/Med Tracker.** This is a monthly synopsis of the policy, legislative and regulatory changes impacting your business. A summary of media commentary of those changes is included. The "**Tracker**" has three sections:
  - A. Overview** of the Chinese financial services sector in the past month, with emphasis on developments in your segment - retail, investment, securities, insurance, and so on.
  - B. Tracking Charts** of your high priority issues. These give a complete but succinct summary of all aspects of the issue – ministries, agencies, personalities, outside groups seeking to influence the legislation, reference documents, the legislative process and next steps. Contentious aspects and conclusions are included. Some example charts are attached. Charts can be distributed separately to the relevant parts of your bank / company / institution managing that issue or business.
  - C. (Optional) Detailed Research Reports** topics requested by you. These could be related to one aspect of an issue about which you want fuller information, an organization, key influencers, decision-makers or decision-making procedures.
- **Interactive / Feedback.** Contact between the Weber Shandwick team in China with you and your team brings this business intelligence service to life. It is one of the main features that makes *China Finance* unique. This is a monthly meeting or concall where the reports are discussed and future work agreed. China comes closer to you !
- **Your Account Manager.** Moreover, you have a member of our expert team in China assigned as your account manager. No nameless email address or automatic voicemail here !



