

London

Issue 115 | May 2015

Business Matters

INSIDE

Building the capital
Page 4



COVER STORY

The Docklands story – degeneration to regeneration

Pages 16 and 17



Working day

Jeremy (Zhuoru) Yin, managing director of Y&L Europe



A.M.

“ I normally get up about 7.00 or 7.30am. First thing is to check my WeChat app and emails as well as news streams I have received overnight from China. I then systematically divide them into three categories: business, private and news. Business is always the priority so I immediately action them: some to be allocated to relevant staff mem-

bers, some to be replied directly and others that require more thinking and decision making time. I take a train to my office near Oxford Circus, reading the newspaper to catch up on news in the UK. I have a late start to avoid the peak time traffic but I am quite relaxed as I know I have already done my planning at home. Before I get to the office, I already know exactly what tasks are waiting for me and who is doing what in the office.

My life so far has been a circle. I started my career with a four-year spell running the Chinese National Administration Office for Tourism in Frankfurt from 1983 to 1987 as my major was in German. I started my love affair with Britain by studying English in 1990, and working for China Insurance UK and a business in the retail indus-

try before finally returning to the tourism sector which is my core business at Y&L Europe Co. Ltd. However, over the years, my business has evolved and diversified into other industries such as education, property and asset management as well as the film industry. I also have a keen interest investing in an apprenticeship scheme back in China.

With all of these business interests, I generally donate my mornings to all matters relating to China owing to the time difference. Inspired by one of Richard Branson's books and his business concepts, I have re-adjusted my business model making it leaner and more efficient. Instead of growing my business organically

in every direction my business interests take me, I have formed different partnerships, integrating and combining the best resources possible to provide specialist services.



The advent of social media and, in particular, the WeChat app in the Chinese market, I realise that the economy, especially within Chinese communities, has become a 'circle economy'.

People much prefer to work with people they know and have worked with. Once the trust is built through shared successful experiences, other requirements will follow and new contacts will come forward through existing clients. People are not overly focused on your expertise; they value your business integrity more, especially



Overseas business opportunities

Do you want to access a selection of business cooperation offers made by European companies wishing to work with UK firms? Every month Enterprise Europe Network publishes a Business Opportunities in Europe Bulletin, which contains the latest cooperation offers from companies across the EU and beyond. To find out more about this issue's listed overseas business opportunities or to subscribe to the bulletin contact Enterprise Europe Network London at europe@londonchamber.co.uk or 020 7248 1992.

Belgium

A company which specialises in fashion and childcare products for pregnant women is offering a master franchise, local franchise and/or local distribution agreement to companies in the retail sector.
REF: 20120404056



Finland

A developer of a mobile patient information service for information collection, analysis and exchange between healthcare professionals and patients with diabetes or other chronic diseases is looking for commercial representatives (agents/distributors), licensees and business partners to promote the service (under a services agreement) in Nordic and other European countries.
REF: BOFI20150206001



Greece

Producer of top-quality Kalamata olives, superior quality extra-virgin olive oil and traditional Greek pasta, is offering its products for distribution through a commercial agency or distribution services agreements.
REF: BOGR20140102001



Hungary

A research team from a Hungarian University spin-off has developed a device for automatic assessment of hand hygiene. The device provides an objective assessment of hand cleanliness, this efficiently minimising nosocomial infections. The company is looking for distributors or commercial agents active in the sales of hygiene and/or medical products.
REF: BOHU20150223001



Italy

A specialist in the design and sale of home and contractual furniture offers sub-contracting activities to foreign partners such as architects, builders and real estate agents. The company also offers the chance to personalise products and organises furniture delivery and installation in Italy and abroad, giving assistance during the assembly phase.
REF: BOIT20150112001



Japan

A metal injection moulding (MIM) technology company, dealing with porous metal technology and supporting engineering for their customers, is looking for partners in Europe to undertake the second process of the MIM



manufacturing progress or to manufacture moulds for their MIM process. The partnership's purpose is to develop their products and technology.
REF: BOJP20141219001

See p24 for
Opportunity
South Africa



Norway

A specialist in easy-lifting equipment for dinghies/small boats and water-jets to be used with cabin-cruisers, is looking for partners to produce the lifting equipment. The operation does not require any electricity, which is a major advantage when being on the water. The company is looking for partners with skills in manufacturing stainless steel products, and which also have welding, electrolysis polishing and mounting skills.
REF: BRNO20150204001



Spain

A school sports clothes and smocks manufacturer, able to meet big production demands, is looking for distributors. The potential trade intermediaries should have experience in selling school uniforms. The company is also able to act as a sub-contractor, manufacturing for other brands.
REF: BOES20141217001



if the business is taking place in the UK from where the Chinese people are so remote. My new diverse business ventures are a good example: my travel business generates many high-end travellers. As they enjoy their trips to the UK and feel they can trust us, they start to send their children through us, whether for private education or university. Very often their parents are also in business so they are thinking purchasing properties and investing in the UK. That's how we have started to pick up business in property, investment and asset management.

For lunch, I am a keen cook so I often bring in homemade food to the office to share with the staff. Sometimes others will do the same and we end up with having homemade lunches three out of five days in the week. We only have three staff working at the office so it is like a family really.

P.M.

In the afternoons, I often go off playing golf with my friends. As a proud freedom pass holder, I feel that I have earned my freedom to enjoy life from time to time. When I don't play, I will be work-



ing on other schemes relating to new and exploratory projects and I ponder new possibilities. I enjoy observing politics closely, partly for interest but very importantly because politics generate new policies and regulation changes in both countries. I believe new business ideas and opportunities must be pegged on them to catch the momentum and to deliver a better chance to succeed.

I live on my own so I seldom cook at home, although I cook dinner for friends from time to time. I sometimes have dinner at my daughter's place. Otherwise, I have many business events or friends' get-togethers to attend in the evening. I have been in the UK since 1990 so I have made many friends and business associates. Over dinner, we inevitably inform each other of what's going on

in the community and our business circle, or we simply explore new ideas. Just like in China, business and everyday life are often integrated, but I like the way it is.

I will always watch the news at 6pm or 10pm, but a 1,000 metre swim is a must in my evening schedule. Before my bed time at midnight, I go through the mill of exchanging emails and leaving WeChat messages. Then I sleep like a log, knowing all is in order.))



www.yleurope.co.uk

Jeremy Yin was speaking to Yintong Betser, a Chinese business specialist and the author of the acclaimed *Active Business Travel - China*
www.activeukchina.com



SPONSORED COLUMN

Six top tips when recruiting



Orla Bingham

■ Create a paper trail to demonstrate that selection decisions were based on objective evidence of the candidate's ability to do the job and not on discriminatory assumptions or prejudices. An Employment Tribunal may draw adverse inferences if there is no paper trail to back up the decision.

■ Following interviews, employers must balance the need to keep the records to justify their decisions with their duty under the data protection laws not to hold data for a longer period than is necessary. Discrimination claims must be brought within three months of the event, so holding records for at least this length of time is justifiable.

■ To reduce the possibility of unlawful discrimination during recruitment, it is advisable that those involved have undergone equality and diversity training. Always keep these training records!

■ Adverts must be written to ensure that there can be no prospect of a discrimination claim made against the employer. Responses must also be objective; an applicant may be entitled to bring a claim if they believe that they did not receive an interview based solely on a protected characteristic.

■ The interview brings the highest risk in the recruitment process. Whilst an employer wants to ensure that they are hiring the right person, they must be careful to ask the questions in the right way.

■ It is good practice to give feedback by unsuccessful candidates if requested. Failure to do so could imply that the employee was rejected for discriminatory reasons.

1 Orla Bingham

obingham@nockolds.co.uk

www.nockolds.co.uk

020 7294 7330

LCCI trade missions

■ Switzerland (United Nations)

City: Geneva

Monday 28 – Wednesday 30 September 2015

Register your interest

Contact: Marta Zanfrini

Tel: 020 7203 1822

Email: mzanfrini@londonchamber.co.uk



Photo: United Nations

Photo: Stephen Downes



Riyadh

■ Saudi Arabia (infrastructure)

Cities: Riyadh and Jeddah

Saturday 24 – Friday 30 October 2015

Register your interest

Contact: Marta Zanfrini

Tel: 0207 203 1822

Email: mzanfrini@londonchamber.co.uk

■ Turkey (multisector)

Cities: Konya and Karaman

Monday 5 October –

Thursday 8 October 2015

Register your interest

Contact: Lina Mockute

Tel: 020 7203 1929

Email: lmockute@londonchamber.co.uk



Konya

[Click advert for more info](#)