BUSINESS & STUDY TRIP TO CHINA

MARCH 9 – 17, 2012

IAMCP SWEDEN CHAPTER
IAMCP DENMARK CHAPTER

BY
Valentino Berti, President
IAMCP Sweden Chapter

From left to right:
Henrik Sölver (Itera Consulting DK), Pedro Myhr (Logica), Cyril Porseland (Windows systems), John Aalling (Itera Consulting DK), Benny Dohn (Microworld Nova, DK), Jörgen Enström (Exor), Tomas Jakobsson (Effekt SPU), Valentino Berti (IAMCP Sweden), Erik Möller (Effekt SPU), Per Wargéus (Avensia), Jesper Lönnqvist (Addition-IT), Mikael Lööv (Addition-IT).
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BACKGROUND

IAMCP Sweden is a very active chapter with around 200 member companies and almost 400 individuals and carries around 40 member activities per year.

The goal is to get members to make more joint business and to achieve this you need to meet and get to know each other better. We see the effect of WPC travel offers for contacts between the partners and now we wanted to make a trip to China, partly to strengthen cooperation and also to learn a bit of Chinese business and to meet with Chinese Microsoft partners.

We had several reasons to go to China;
- Learn more about the Chinese IT market
- Learn more about the partnership with Microsoft in China
- Get us contacts for future use
- See if it was possible to use the Microsoft eco-system for this planning
- See some of China's culture and history

ACKNOWLEDGEMENTS

Special thanks goes to Mrs. Caroline Goles and Mr. Steve Goh from Microsoft China that organized the very appreciated meeting with Microsoft China management on Monday morning and with Microsoft partners later on in the afternoon.

A special thanks goes also to Mr. Stephen Lo from Tellus International that presented a background of the Chinese IT-market on Sunday afternoon. This was an important preparation for the rest of the week.

The contact to the Beihang University was mediated by Mrs. Lan Graff in Austin, U.S.A. This is a long story but I can thank the Internet and LinkedIn for this contact.

Thanks to Alexander Garbu of iQubator that organized the visit at Jiaxing and a full day conference around or presence in Shanghai.

TRAVEL LOGISTICS

All the travel logistics like airline tickets, local guide, bus transportations and train tickets to Shanghai was organized by the travel agency;

Kinaresor Draken AB
Kristina Ekblom
Kristina.Ekblom@kinaresor.se
Box 19067
104 32 Stockholm
Phone: +46 8 545 95 226
It was most convenient to have access to a private bus and Swedish speaking guide. All trips were very well organized and bus and tour guide were always on time.

The Swedish and Danish delegates behaved very well during their visits to the offices, datacenter, and warehouses of Chinese companies. During the banquet hosted by the Jiaxing local government, the delegates tried the delicious Chinese food spun around the round table. Many remarked that this food was far better than any Chinese food available “back home.”

There was much interest among Chinese partners (ISV, SI, datacenter, etc.) of Microsoft to investigate new business opportunities with their Swedish and Danish counterparts. These opportunities included: (1) distribution and resale of Chinese software, (2) investment of Chinese capital into Nordic enterprises, and (3) import of Nordic software into China. Possibly there will be follow-up activity to investigate these avenues further.
**ITINERARY IAMCP NORDIC, CHINA VISIT (BEIJING AND SHANGHAI)**  
**March 9 – 17, 2012**

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<th>DATE</th>
<th>Time</th>
<th>Activity</th>
<th>Comment</th>
</tr>
</thead>
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<tr>
<td>March 10</td>
<td>07.55 AM</td>
<td>Arriving to Beijing</td>
<td></td>
</tr>
<tr>
<td>Saturday</td>
<td></td>
<td><strong>Transfer to Hotel Jinglun, 3 Jianguomenwai Avenue, Beijing.</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong><a href="mailto:jinglun@public3.bta.net.cn">jinglun@public3.bta.net.cn</a></strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>6.00 – 7.00 PM</td>
<td><strong>Coach leaves for dinner at South Beauty</strong></td>
<td>Included in the tour</td>
</tr>
<tr>
<td>March 11</td>
<td>09.00 AM</td>
<td><strong>Tour Forbidden City, Wall at Mutianyu, WireCabin</strong></td>
<td>Lunch included</td>
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<tr>
<td>Sunday</td>
<td></td>
<td><strong>Mr Stephen Lo from TELLUS INTERNATIONAL giving us a short briefing about IT-business in China, and info about Beijing.</strong></td>
<td>Conference room at Jinglun Hotel</td>
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<td></td>
<td></td>
<td><strong>Evening</strong></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td><strong>Free evening,</strong></td>
<td></td>
</tr>
<tr>
<td>March 12</td>
<td>07.00 am</td>
<td><strong>Coach leaving hotel</strong></td>
<td></td>
</tr>
<tr>
<td>Mon</td>
<td>08.15 – 11.30</td>
<td><strong>Meeting with Microsoft leadership</strong></td>
<td>Microsoft:</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Address is</strong>: 北京市朝阳区望京街8号利星行大厦18层 邮政编码：100102**</td>
<td>Steve Goh/Mrs Caroline Goles</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Opening Welcome</strong></td>
<td>Mr Valentino Berti</td>
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<td></td>
<td></td>
<td><strong>Swedish IAMCP mission objective</strong></td>
<td>Mr Michel Van der Bel</td>
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<td></td>
<td></td>
<td><strong>MSFT China overview</strong></td>
<td>Mr Steve Goh &amp; Andrew</td>
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<td><strong>MSFT Partner Sales overview</strong></td>
<td>Mr Steve Goh</td>
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<td><strong>MSFT PSP overview</strong></td>
<td>Mr. Steve Goh</td>
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<td></td>
<td><strong>Round table discussion</strong></td>
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<td></td>
<td><strong>Closing and action items</strong></td>
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<td></td>
<td>11.30 – 1.00 pm</td>
<td><strong>Back to hotel for a quick lunch</strong></td>
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<tr>
<td></td>
<td>1.00 – 5.20 pm</td>
<td><strong>Meeting with China Partners</strong></td>
<td>Wally/Justin</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>1.00pm – 1.45pm Inspur (China Large NSI)</strong></td>
<td>Jenny/Steve</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>1.50pm – 2.35pm Digital China (China LAR)</strong></td>
<td>Ted</td>
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<td><strong>2.40pm – 3.25pm Symbio (China ISV/DPE Partner)</strong></td>
<td>Ted</td>
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<tr>
<td></td>
<td></td>
<td><strong>3.30pm – 4.15pm Ufida (China ISV/DPE Partner)</strong></td>
<td>Valentino/Steve/Caroline</td>
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<tr>
<td></td>
<td></td>
<td><strong>5.00pm – 5.20pm Days wrap up</strong></td>
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<td></td>
<td></td>
<td><strong>Bus leaving 5.40 pm</strong></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td><strong>Cultural event Dinner and KungFu show</strong></td>
<td>All delegates</td>
</tr>
<tr>
<td>March 13</td>
<td>08.30 am</td>
<td><strong>Coach leaving hotel</strong></td>
<td></td>
</tr>
<tr>
<td>Tue</td>
<td>10.00 – 11.30</td>
<td><strong>Centrin Data Center Visit</strong></td>
<td>Wally</td>
</tr>
<tr>
<td>Time</td>
<td>Event</td>
<td>Host(s)</td>
<td></td>
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</tbody>
</table>
| 11.30 – 1.30pm | Below is Centrin Address:  
中金数据系统有限公司  
北京市北京经济技术开发区（亦庄）博兴八路1号  
Data Center tour/MFST Cloud Showcase  
Lunch hosted by Centrin (TBD) | Wally            |
| 2.00 – 4.00pm  | Delegates divided into 2 groups:                                        |                  |
| 2.00 – 3.00pm  | Group 1  
Visiting Microsoft Asia R&D  
Microsoft Asia Pacific R&D Group Headquarters  
(ARD HQ). No.5 Dan Ling Street, Haidian District, Beijing, PRC, 100080  
微软亚太研发集团总部  
中国北京市海淀区丹棱街5号100080  
ARD Overview+ Q&A  
ARD Visitor Center tour  
ARD Beijing Campus tour  
Henrik Sölder, Jörgen Enström, Tomas Jakobsson, Jesper Lönnkvist, Pedro Myhr, Cyril Porseland | Sam Zhong, Xiaobo Lu, Erin Wang |
| 3.00 – 4.00pm  | Group 2  
Visiting School of Computer Science and Engineering of Beihang University  
Room G-849, New Main Building  
No.37 Xueyuan Rd., Haidian District, Beijing, 100191,  
北京市海淀区学院路37号，北京航空航天大学新主楼G座849  
Valentino Berti, Benny Dohn, Erik Möller, John Aalling, Mikael Lööv, Per Wargéus  
Teams Gather  
Visit state Key Lab of Virtual Reality and System  
Visit State Key Lab of Software Dev. Environment  
Visit State Key Lab of Advanced Computer Technology  
Introduction of the IAMCP  
Introduction on School of Computer Science and Engin.  
Open Discussion | Professor HU Chunming |
| 3.00 pm       | Dinner (Vision Hotel)                                                   |                  |
| 3.05 – 3.20 pm | Gathering, room G849  
Room G729, Jiang Han  
Room D201, Wu Wenjun  
Room G508, Li Jianxin  
Valentino Berti  
Room G849, Hu Chunming  
All members |                  |
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<th>March 14 Wed</th>
<th>09.00</th>
<th>Breakfast and checkout from hotel</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>11.00 am</td>
<td>Leaving from hotel by coach to Railway station</td>
<td>Visiting silk-shop</td>
<td></td>
</tr>
<tr>
<td>12.40 pm</td>
<td>Leaving by high speed train from Central Station to Shanghai (132 Swedish miles, 300 km/h, 244 bridges, 22 tunnels). Sandwiches and mineral water as lunch, bought by guide.</td>
<td>Train n:o G135</td>
<td></td>
</tr>
<tr>
<td>6.05 pm PM</td>
<td>Arriving to Shanghai</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Transport by bus to Hotel New JinJiang Tower, 161 Changle Road, Shanghai, PRC, 200020 <a href="mailto:info@jinjiangtower.com">info@jinjiangtower.com</a></td>
<td>This is our hotel during our stay in Shanghai</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Joint Dinner booked at hotel – buffet</td>
<td>Included in the trip</td>
<td></td>
</tr>
<tr>
<td>Evening</td>
<td>Optional and Individually: Shopping at Copy Market on Nanjing Road Walking on The Bund</td>
<td></td>
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</tbody>
</table>

<p>| March 15 Thursday | 08.45 | Bus leaving from hotel at 08.45 Meeting booked with Microsoft Partner Wicresoft Topics: Cloud, outsourcing, staff, and management issues, competition, co-operation. Address: Wicresoft Plaza, 1000 Zixing Road, Shanghai Zizhu Science-based Industrial Park, Shanghai 200241, China Tel: +86-21-2408-6688, Fax: +86-21-2408-66 Agenda: - Presentations - Wicresofts partnership with Microsoft China * Competencies, PAM representative, Partner Network Prog * Wicresoft offerings to customer * International business * Round up Lunch hosted by Wicrecroft Coach taking us back to the hotel (or elsewhere …?) | Mr Luxing Liu, vice president, speaks very good swedish Jonathan Yu (Senior Director of Global Information Service Group) |
|                 | 10.00 |  |
|                 | 1.30 pm |  |
| PM             | Invitation by Jiaxings Government and visiting local Chinese companies | Arranged by iQubator Mr. Alexander Garbu |  |</p>
<table>
<thead>
<tr>
<th>March 16 Fri</th>
<th>08.00</th>
<th>Coach leaving for Radisson</th>
<th>Radisson New World, Shanghai</th>
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<tr>
<td></td>
<td>09.00</td>
<td><strong>Full day conference organized by iQubator:</strong> ENTREPRENEURSHIP, SME &amp; INVESTORS, CHINA E-BUSINESS CONFERENCE (no coach needed more this day)</td>
<td></td>
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<tr>
<td></td>
<td>18.00</td>
<td><strong>Tour of the Urban Planning Center</strong></td>
<td>Organized by iQubator</td>
</tr>
<tr>
<td></td>
<td>19.30</td>
<td><strong>Dinner at separate location &amp; After Party</strong></td>
<td>Organized by iQubator</td>
</tr>
<tr>
<td>March 17 Sat</td>
<td>07.00 approx.</td>
<td>Coach leaving hotel to Airport</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10.15</td>
<td>Leaving for Helsinki, arriving 14.50 same day</td>
<td></td>
</tr>
<tr>
<td></td>
<td>16.50</td>
<td>Leaving from Helsinki (local time) to Stockholm (16.50)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>17.00</td>
<td>Leaving from Helsinki to Gothenburg (17.25)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>17.00</td>
<td>Leaving from Helsinki to Copenhagen (17.35)</td>
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</tbody>
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SATURDAY MARCH 10, 2012
CULTURAL SIGHTSEEING

We landed in Beijing early in the morning and before checking in at the hotel we visited the Tiananmen Square.

We met at the airport by a guide from China Travel (our Travel Agency) and after the visit at the square we checked in at the Jinglun Hotel.

The Saturday afternoon was free and some from the group went shopping to the Silk Market.

We ended Saturday night with a dinner at the restaurant South Beauty.

It is amazing with all these different dishes that are served on this rotating table.

SUNDAY MARCH 11, 2012

On Sunday morning the group visited the big Wall at Mutianyu.

Amazing construction and a great satisfaction walking on the wall.

It was a good start visiting this “must”-places while we all tried to get rid of our jet legs.
This was also a great opportunity knowing each other within the group itself.

One of the objectives of the trip was to get to know each other better.

**SUNDAY AFTERNOON, MARCH 11, 2012**

Our first session feature Mr. Stephen Lo from TELLUS International, an Euro-American consultancy that helps Microsoft partners with Cloud computing. Mr. Lo is a former employee of Microsoft in Redmond and Beijing.

Mr. Lo gave an introduction to China and the Chinese market for software products. Also, since he is familiar with Microsoft and with doing business in China, we learned a lot from his perspective.

- We learned that China is a huge country with a population of 1.3 billion people and with more than 5000 years of history & culture. Beijing’s population is 19 million and Shanghai’s around 22 million. Yet, the two cities are rather different. Beijing is the political centre of China and Shanghai the business centre. Also, many in Shanghai speak the Shanghainese dialect, yet they use the same Chinese characters.

- IT in China is huge with at least 180 million computer users (#2 in the world), 765 million cellphones (#1), and 485 million Internet users (#1). Of course, many software companies in China face the problem of piracy. For Microsoft, the piracy rate is over 80%, according to the Business Software Alliance.

- Regarding eCommerce, we learned that Facebook, Twitter and YouTube are not accessible from China, due to government restrictions. There are local competitors:
  - Baidu is a local search engine and has 67% of market share.
  - Taobao is a local site that resembles Amazon.com and has 80% of market share.

For foreign investors it is important to be aware about the Chinese business culture, especially things like:
• 关系 (“guanxi”) = long time relationship. To be successful try to establish a long lasting relationship with your Chinese partners.
• “Face”. Chinese people don’t want to lose “face” or respect, so try to avoid situations that make your Chinese partner uncomfortable in public.
• The law. The government’s law is one thing. How it’s enforced or observed is something else.

MONDAY AM, MARCH 12, 2012
VISITING MICROSOFT CHINA IN BEIJING

Morning
8.30am – 8.35am Opening Welcome Steve Goh/Caroline
8.35am – 9.00am Swedish IAMCP mission objective Valentino
9.00am – 9.20am MSFT China Overview Michel Van der Bel
9.25am – 9.55am MSFT Partner Sales overview (Depth & Breadth) Steve & Andrew
9.55am – 10.15am MSFT PSP overview (competency, Communication) Steve
10.15am – 11.15am Round Table discussion Steve
11.15am -11.30am Closing and action items Steve
11.30am – 1.00pm Delegates head back to Hotel and have free time for quick lunch

Attendees : China Microsoft: Michel Van der Bel, Keith Beeman, Enwei, Olivia, Andrew, Wally, Steve, Ted, Caroline Goles

We started the week by visiting the Microsoft Head Quarter building in Beijing.

Microsoft offices are located in a skyscraper in Beijing.

Microsoft China was established in 1992 and they have today 3000 employees, 4.600 partners and 47 training centers.

The goal is to expand 7 times until 2016 by adding around 18.000 new partners and employing 350 new PAM:s in 4 years time.
China is not homogeneous and each province is acting independently: Mr. Van der Bel said that one should consider China in the same way as Europe, different countries with different languages and cultures.

Data is not allowed to leave China and therefore Microsoft has planned to build a Data Center in China. The fact right now is that more private clouds are built up.

There is not much of open source products in China, one reason is of course that the software copy is so extended that there is no "reason" for open source software.

Microsoft China is aiming to expand to other cities than the ones in tier 1. Sharepoint is taking off and a lot of large enterprises are public owned.
Figures:
4,600 partners
6 distributors
17 LAR
86 VAR
800 Tele managed partners

MONDAY PM, MARCH 12, 2012
MEETINGS WITH MICROSOFT PARTNERS IN BEIJING

Afternoon  1pm – 5pm
Delegates meet with China Partners - IAMCP will book Hotel conference room and have professional translator for the meetings
1.00pm – 1.45pm  Inspur (China Large NSI)  Wally/Justin
1.50pm – 2.35pm  Digital China (China LAR)  Jenny/Steve
2.40pm – 3.25pm  Symbio (China ISV/DPE Partner)  Ted
3.30pm – 4.15pm  Ufida (China ISV/DPE Partner)  Ted
4.30pm – 5.00pm  Days wrap up  Valentino, Steve, Caroline Goles

In the afternoon Microsoft had organized meetings with several Microsoft Beijing based partners. In this picture we see from the left Jenny Zhu (PAM Microsoft), Mr. YONG CHUNGUANG (General Manager China Digital) and Mr. ZHANG YU (Service Director).

According to Digital China they are the biggest Microsoft partner in China as well as partner to POLYCOM in the USA.

Digital China offers CRM, Lync and Sharepoint-services.
Office 365 was launched in June 2011 in China.

INSPUR
Inspur currently has been the leading supplier of computing platforms and IT application solutions in China, also the largest server manufacturer and server solution supplier in China. With two A-share companies, “Inspur Information” and “Inspur Software”, and Inspur Worldwide Co., Ltd. listed in Hong Kong Stock Exchange. Inspur has formed two major industries, servers and ERP, and industrial clusters of computer, software, mobile communication, intelligent terminal, semi conductor, etc. Inspur has extended its users all over China industries and governmental institutions including finance, communication, government, education, manufacturing, tobacco, etc., meeting the information-based demands of governments and corporations all-around. Inspur’s sales income exceeded 30.5 billion RMB in 2010.

Inspur is partner with Microsoft since 2005.
DIGITAL CHINA
Digital China Holdings Limited ("Digital China" or the “Group”; Stock Code: 00861) is a leading integrated IT services provider in China. Digital China was listed on the main board of The Stock Exchange of Hong Kong Limited on 1 June 2001 following a spin off from the Legend Group. It focuses on providing customers with sophisticated and applicable IT solutions, driving technological innovations for work and life and enhancing the digitalization process in China. In order to achieve these goals, the Group is striving to become the premier IT services provider with the most comprehensive services for a majority of Chinese users. Digital China focuses on eight major business segments in the China market: IT Planning, Business Process Outsourcing, Application Development, System Integration, Hardware Infrastructure Services, Maintenance, Hardware Installation, Distribution and Retail. A full range of IT services are available to industry clients, large enterprises, SMEs and individual consumers.

Digital China has regional centers in 19 major cities in China. Leveraging on its strategic partnership with over 100 leading IT vendors world-wide and a network of over 10,000 re-sellers and agents across the country, the Group provides the best and most convenient IT services to users in China. With extensive experience in the market, the Group is a leading IT Services provider to the financial, telecommunications and government sectors. Digital China has also sustained to be the leading IT products distributor for years.


SYMBIO
Symbio is your outsourced product development leader for a converged world, delivering innovation and value across technologies and geographies. From conception, ideation and design, to delivery of today's most advanced and converging technologies, Symbio is ready to meet the technical challenges you face and deliver the expertise you demand.
Symbio provides advanced software engineering and R&D co-creation services to the world's technology innovators.

In today's environment of increased competition, disruptive market dynamics and the convergence of telecom, media and other industries, technology leaders must adapt and capitalize on new opportunities, anywhere in the world. The underlying dynamics of software development have changed, and today's clients demand world-class design, better user experiences, and more functionality for lesser costs. At the same time, developing a product that fits constantly changing market demands is increasingly complex and challenging, which calls for specialized talent and expertise, flexible production models, and global scalability

UFIDA
UFIDA Software Co. Ltd. is one of the leading providers of management software solutions and services in Asia. Established in 1988, UFIDA is recognized as an outstanding software company for its quality products and professional services used by a vast enterprise customer base of over 500,000 across the region.

It offers a wide range of management software products for Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Customer Relationship Management (CRM), Human Resources (HR), Business Intelligence (BI) and Office Automation (OA). It also develops vertical industry solutions for e-Government, finance and asset management. Holder of CMM Level 5 and ISO9002 certifications, UFIDA also provides software-related services such as software outsourcing for customers worldwide.
Centrin Data Systems Co., Ltd. ("Centrin Data Systems" for short), incorporated on May 10, 2005, is a leading cloud computing operations service provider and information System outsourcing service provider of China.
Based on its nationwide high-grade data centers network, Centrin Data Systems provides site infrastructure and system operation management services, disaster recovery (DR) and business continuity (BC) management services to corporate customers that crucially rely on IT systems to run their key businesses.

Centrin Data Systems positions public services as its future direction and takes a win-win cooperation approach in working with our business partners. Centrin Data Systems' operation management system meets the international standards and its services are delivered by a professional team of people with rich industry experience. Building upon that basis, Centrin Data Systems has established a leading cloud computing service system in China, providing all in compassing cloud consulting, cloud integration and cloud operation services to customers.

The Centrin premises were impressive with buildings for the Data Center as well for customer offices.

The picture shows a model of the plant.

We were allowed to visit the most important part of the premises, all the computer rooms filled with servers and cooling equipment.

Centrin Data Systems focuses on serving enterprises and institutions in important industry sectors, such as finance, transportation, government and utilities, network service providers and large-scale modern manufacturers.

**Beijing Data Center**
- CDS Headquarter
- Co-Location, Hosting & Local-DR Center
- Work Area Recovery
- High-end Clients around Beijing
- Land: 67,000 m²

**Yantai Data Center**
- Located in Yantai Eco-Tech Development District, total of 200,100 m² Land
- Phase-I: 78,000m² construction, including 14,000 m² of floor space, Zkw/m² power density
- Targeting Northern China, Japan and Korea clients
- Expected to be in operation in August 2011

**Construction:**
* Phase I: 56,000 m²
* Phase II: 44,000 m²
* Phase II in operation in 2012

**East-China Data Center**
- Located in Kunshan, 30 km from Shanghai, about 166,750 m² Land
- Positioning for multinational companies, APAC headquarter and the financial sector.
- Expected to be in operation early 2012

**South-China Data Center**
- Planned site area of 200,100 m²
- Phase I: planned construction area 100,000 m², aiming to provide professional services to customers in South China, Hong Kong and Macau. The preparation of construction is underway, aiming at starting in this May and completing by the end of 2012
TUESDAY PM, MARCH 13, 2012

At this point we divided the group in two, 6 of us went to Beihang University and the other 6 visited Microsoft Asia R & D.

GROUP 1: MICROSOFT ASIA-PACIFIC RESEARCH AND DEVELOPMENT GROUP

Agenda
2.00-3.00pm ARD Overview+ Q&A By Sam Zhong
3.00-3:30pm ARD Visitor Center tour By Xiaobo Liu
3:30-4:00pm ARD Beijing Campus tour By Erin Wang

This meeting was arranged by Mr. Stephen Lo from Tellus International. Since he is a former Microsoft China employee he knew the people from the Research and Development Group.

Sam Zhong, Group PM of Strategic Partnerships, gave 7 visitors an overview to the growth of IT in China and the role of Microsoft Asia Pacific R&D.
Sam is responsible for the 7 outsourcing partners in China, including Wicresoft and China Soft, on which Microsoft spends over US$200M a year. We finished the visit with a tour of the two ARD buildings, which currently house over 2,000 people.

GROUP 2: BEIHANG UNIVERSITY

The other group of 6 persons was invited by Beihang University and the School of Computer Science and Engineering. This contact was established with great help from Mrs. Lan Graaf, actually of Chinese origin but resident in Austin, USA.
On March 13 afternoon we were invited to Beihang University by Assistant Professor Mr. Hu Chunming.

We met also with Mrs. Angel Li who is official representative from China in the W3C consortium.

Mr. Chunming had planned to visit three different labs of the University and after those visits the University invited us to dinner.
A student from the State Key Laboratory of Virtual Reality and System presenting what the university lab run by professor Jiang Han.

The above picture is the intro of a virtual reality demo that showed a preview of the inauguration ceremony of the Olympic Games in Beijing 2008. The director of the ceremony could preview all performances virtually to see the effect and to see them from different angles.
This is another application of virtual reality. Above a virtual reality scene of an old Chinese city that is going to be restored and you could now see how the restored city would look like after restoration.

Professor Wu Wenjun from the State Key Laboratory of Software Development Environment and Hu Chunming, Vice Dean and Associate Professor.
One project was the Intelligent Transportation System (ITS). The system consists of 15,000 taxi-cabs with mounted GPS and sensors monitoring speed.

When cars in the same area are rolling very slow then this is “observed” by the central system and information is sent out to take other routes due to traffic jam in that specific area.

Visiting Beijing Jey Laboratory of Advanced Computer Technology and Professor Li Jianxin. Presentation on how the lab have developed a software that gives all the students a common platform to run applications independent of the client OS (e.g. running MS Office on a Linux client).
University visit ended with a magnificent dinner which the University offered.

MARCH 14, TRAVELLING TO SHANGHAI BY HIGH SPEED TRAIN

We left Beijing by the high speed train and after around 5 hours we arrived to Shanghai where a guide waited and welcomed us. The train was very comfortable and you could actually not feel the speed of 306 km/h.

Service on board was very good, almost like on an airplane. I strongly recommend the train if you have to travel between Beijing and Shanghai.
We stayed at the Hotel New JinJiang Tower and just after check-in we had a very nice buffet.

The only annoying thing was that we all had problems with the internet connection which was supposed to be included in the room price.

THURSDAY MARCH 15, 2012
AM VISIT
VISITING WICRESOFT IN SHANGHAI
In the morning of March 15 the group was invited to WICRESOFT approximately 1 hours’ drive out from downtown Shanghai.

We drew attention to the sign that welcomed us to Wicresoft.

We were hosted by Mr. Luxing Lu, Vice President and CEO Europe Operations, and Jonathan Yu, Senior Director Globe Informations Service Group Shanghai (the photographer of the above photo).

This meeting was settled up by Valentino Berti thanks to his Swedish friend who have lived in Shanghai for 6 month because of the World Expo 2010.

Wicresoft is a leading ITO (IT Outsourcing) and BPO (Business Process Outsourcing Offerings) service provider in China, and the single largest Microsoft technology based service provider in China.

Founded in 2002, Wicresoft is a joint venture between Microsoft and the Shanghai Municipal Government, Microsoft’s team of over 4,000 professionals has solid industry experience, excellent technical expertise and strong service and technology capabilities.

Wicresoft vision is to be a trusted global outsourcing service provider and the mission is to empower value creation for their customers through best-in-class outsourcing solutions and to pave the way to sustainable career development and individual growth for their employees.

Wicresoft is also supporting North American and Asian customers with Windows support. We were allowed to visit the room with plenty of support agents answering calls with Windows Support.

The composition of Wicresoft shareholders is Microsoft 22.32%, Shanghai Government 23.24% and others 54.44%.

Wicresoft participation in Microsoft projects (Testing and Developing) is in the areas of Windows 7, Windows Server 2008 Series, Microsoft Visual Studio Series, Microsoft System Center Series and Windows ForeFront Series.
Wicresoft has a 9 year partnership with Microsoft in the areas of:

- Microsoft's largest China-based vendor engaged in over 100 projects with 1,800 engineers.
- Go-to-Market partner for Healthcare and Embedded, Golden Solution Partner for Dynamics AX/CRM.
- Fully geared to Microsoft products and technology, offering full service solutions based on Microsoft products.

They have a global presence and Multi-Delivery Centers in 7 places in China, 4 different places around the world and one of the places is actually Gothenburg in Sweden. That is also why Mr. Luxing Lu speaks fluent Swedish.

### 360 Partnership for Microsoft

<table>
<thead>
<tr>
<th>Business Group</th>
<th>Product Vendor</th>
<th>Product implementation support</th>
<th>Product Reseller</th>
</tr>
</thead>
<tbody>
<tr>
<td>STB/E Embedded</td>
<td>40+ vendors working for Chelan, Automotive, WinCE SE, Connected Media device</td>
<td>Helped on product deployment in China</td>
<td>Sells Dynamic AX, Dynamic CRM</td>
</tr>
<tr>
<td>MBS Dynamic AX</td>
<td>50+ vendors working for Dynamic AX Sustained engineering</td>
<td>Developed Dynamic AX and Dynamic CRM solutions for Global customers</td>
<td></td>
</tr>
<tr>
<td>Healthcare</td>
<td>80+ vendors working HIS and UIS products for PM, Dev/ Test, SE, UX work</td>
<td>Helped on implementation and deployment HIS and UIS solution at famous Chinese hospitals</td>
<td></td>
</tr>
<tr>
<td>System Center/Cloud</td>
<td>300+ vendors working for system center products based on Windows platform and non-Windows platforms</td>
<td>Developed solution for customer based on MOM, SCVMM, SCSM, etc</td>
<td>Sells MOM, SCVMM, SCSM, etc</td>
</tr>
<tr>
<td>Exchange</td>
<td>60+ vendors working for exchange products for Dev/Test, SE, and localization testing work</td>
<td>Developed Exchange solution for Global customers</td>
<td>Sells Exchange server</td>
</tr>
</tbody>
</table>
In the afternoon of March 15 iQubator organized a meeting with representatives from the Jiazing Government.

We started by visiting three companies located in the area, continued with a general meeting in the city and ended with a dinner.

On the whole we were very well received with large welcome signs.

Jixiang is about 1,5 hours’ drive from Central Shanghai and 20 minutes with the high speed train. The municipal responsible are trying to attract companies to locate their offices in the area.

Mr. Wennping Shen, Vice Director of Jiazing Municipal Bureau of Foreign Trade & Economic Cooperation hosted us during this event. We had now practiced the ritual behind the exchange of visit cards and during this meeting we met many new and interesting people.
The evening in Jiaxing ended with a joint dinner with representatives from the Jiaxing Municipality, IQubator and our IAMCP group.

Here Mr. Wenping Shen (Vice Director) sitting as the second from the right and to the left of him Mr. Valentino Berti, IAMCP Sweden chapter president.

Friday March 16, 2012

This day was dedicated to a conference organized by IQubator and called 2nd China eBusiness Entrepreneurship Conference.

Speakers at this conference was Alexander Garbu of IQubator (keynote), Mannheimer Swartling Law Firm, James Eron, COO & Co Founder ChinaNetCloud, Florian Legendre, General Manager BysoftChina, Professor Fu from Fudan University, Chinova (Cross Border payment Solutions).

This was an interesting conference giving us a lot of information regarding e-business in China. My personal impression is that the Nordic e-business market is a little bit more mature which of course gives Nordic entrepreneurs some opportunities.

The Conference ended by e diner at the Marriot Hotel, the hotel opened just the week before.

We met new friends from various countries and visit cards were exchanged again.
The buffet dinner was magnificent and this of course contributed to the mood.

The Chinese food was generally very good and much different from the dishes that are served on Chinese restaurants in Sweden.

You eat so much slower because of inexperience with the sticks …

**SATURDAY MARCH 17, 2012**

This was our home travel day. We were picked up by our guide and bus and was driven to the Shanghai International airport.

Some of us had some “minor” problems with the luggage, especially after a shopping tour at a silk shop.

Several gentlemen bought silk covers, blankets and pillows.

This shopping was actually done in Beijing just before the departure by train to Shanghai.

In Shanghai these gentlemen were forced to buy additional suitcases.

The flight time to Helsinki was 10 hours with additional 1 – 2 hours depending on our final destinations.
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PARTNER TESTIMONIALS

IAMCP Sweden took a great initiative inviting both Swedish and Danish MS channel partners on a trade delegation to Beijing and Shanghai this spring.

Most partners didn’t know each other before the trip and for most it was a first time to China.
The logistics went very well – a personal bus, driver and guide for the delegation is the way to do a trip like this.
The tourist trips were the right ones and complemented the business part perfect.
The Dinners arranged by Kinaresor were not a very good experience and thinking of the people attending on a trip like this an upgrade is important on future trips.

The meetings gave of opportunities both to meet with the official China and with the private sector China. With companies/people in a relationship to Microsoft and also with organisations/companies having nothing to do with MS. All in all a very diversified and in depth experience meeting all these different people and entities.

All the meetings were full of energy and sincere interest from both hosts and guests to learn more and look for opportunities together.

For us the trip has meant a complete change agenda in our thoughts about China.
From believing it was exotic to seeing and learning that (at least Beijing and Shanghai) are 2 global mega cities with thriving economic possibilities.
From thinking we in a couple of years should source work to China – to knowing this is not going to happen. What we need to do is instead look into our portfolio of Solutions and Concepts and consider when and how we should bring them to China!

Thanks to all the participants in this trip for making it a very special experience and to all our hosts to making this trade delegation something special.

Final Thanks to Chairman Berti for taking the initiative for this trip and for doing the huge amount of work to make it a success for all.

John Aallung
Managing Director
Itera Consulting DK

Business trip to China March 2012
I participated in IAMCP business trip to China, Beijing and Shanghai. The trip was planned and executed with very High standard, both tourist wise with trips to great wall and forbidden City +++ in Beijing and most important with high level business centered meetings with top level Microsoft employees and very interesting partners. We also had the Luck to visit University of science in Beijing, local government and potential partners and business developers in Shanghai. Very packed program that showed us as a Microsoft managed gold certified partner that the Microsoft ecosystems works. Look forward to meet some of our new friends at WPC in Toronto.

We as a company participated to Explore potential outsourcing possibilities, both returned with the feeling of a whole new World, where we might participate with our western knowledge incl. Our long history with Microsoft products and the possibilities within. We believe, that we have skills and experience that could make a difference, even in a country with 1.3 billion people and a business climate which is hotter than hot

Best regards
Henrik Sølver, CSO at Itera Consulting, Denmark
I’m very happy that I went on this trip together with IAMCP. It was a very effective way to get to know the business climate in China and also to meet other partners in the Microsoft ecosystem. It was a busy week with early mornings and late nights, but the trip in whole was very well arranged. Now when I am back home I have got new contacts and some business ideas. Hopefully it will lead to a startup in China.

Per Wargéus
CEO Avensia

I went to the China trip with no expectation. Primary it was to get closer relationship with the Swedish IAMCP members that join the trip and to get inspiration. The great travel program gave us opportunity to meet Microsoft in China and a number of Microsoft partners I China as well as the government of the Jiaxing City. All this meetings gave me an open mindset of the opportunities China have. I have during the trip create a lot of useful contacts and thanks to the power of the network IAMCP and it seems to lead to business from the trip.

Jörgen Enström
CEO and founder of EXOR

Thanks for a very nice organized trip to China with IAMCP

The trip went extremely excellent, great length and flexible, Beijing and Shanghai was good and the guides was very active and knowledgeable.

Microsoft visit made me see how to do business in China, which is not like everywhere else in the world, I got a really good impression of Microsoft employees which was well organized by Caroline Goles and Steve Goh Cheng Poh, Afternoon with 4 different Microsoft partner was a wide range of partners in China and they were ready and interested in the business which was slightly surprising.

In Shanghai we visited Microsoft's largest partner, Wicresoft, a university and a town with big business plans to achieve their goal, all the experience and insight that will help in our efforts to do business in China

The visit to China has made to Micro World Nova need a business with the Chinese, like with Microsoft Learning so we can both achieve our goals

Best regards
Benny Dohn, CEO
Microworld Nova
and President of the Board IAMCP Denmark

In total the trip was better than I expected.
The planning with dining and excursions went very well. Our guide in Beijing was excellent. The Company visits we made were very interesting.
Meeting with leaders of Chinese enterprises and to understand how they worked was the greatest benefit of the trip.
Some direct business opportunity I could not find, but now I have a network of contacts I can use if / when our customers will set up in China.
Another big benefit of the trip was to meet the other members in the group.

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Delegates Bios

IAMCP Sweden Chapter

The Swedish Chapter of the International Association of Microsoft Channel Partner was established in 1999. Today the Chapter has 200 member companies representing all kind of Microsoft disciplines (License partners, infrastructure and development partners, ISV, Sharepoint-consultants and Security consultants).

The main mission is to enable and facilitate members business on the local market and to enhance partner-to-partner business (P2P).

All travelers are very interested in the possibilities to do business with Chinese companies, preferably Chinese Microsoft partners. This is also a way to see if we can use the Microsoft echo-system in a larger scale than on a national level. To get international help to organize this trip is a great advantage and a great demonstration that the echo system works – so far!

LIST OF DELEGATES OF THE TRADE COMISSION TO CHINA, MARCH 2 – 17, 2012

Mr John Aalling
Managing Director
Itera Consulting Denmark,
Copenhagen, Denmark

IT Consultants, 15 years in consultancy, co-founder of Danish company.

Mr Henrik Solver
Sales and marketing director
Itera Consulting Denmark,
Copenhagen, Denmark

IT Consultants, 15 years in consultancy, co-founder of Danish company.

IT Consulting Company,
450 employees in the Nordics and Ukraine. We do the main part of our work on the Microsoft platform (Sharepoint, SQL SRV, Biztalk, Exchange, Lync).

Customers in financial sector, Energy&Utilities and insurance.
We are exploring what business opportunities are to be found in China and in what kind of projects it would make sense to move consulting work further east from the Ukraine. We are also curious to understand a little more about the Chinese business culture.
We have no experience in doing business with Chinese corporations.

Per Wargéus,
CEO
Avensia Innovation AB
Malmö, Sweden

In the IT-industry since 1987, Entrepreneurship.

Avensia Innovation AB is the parent company in an IT group consisting of three subsidiaries, employing 80 persons in Sweden.

Avensia AB offers customized applications that support costumer’s business processes with high competence in e-commerce.

Grade AB offers complete e-Learning solutions in the form of educational systems, authoring tools, survey tools and a variety of consulting services, such as the development of customized e-Learning courses.

Mashie AB offers a timesaving business planning system for making food in restaurants and by caterers. Mashie offers unique opportunity to effectively plan and make nutrition food slips with full control of all costs. We are looking for partners in China to distribute our software products.

Valentino Berti
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Mr Berti is 57 years old and has 35 years of experience of the Swedish IT-industry, Management Consultant, IAMCP Chairman and CEO and co-owner of MSEmploy.
Mr Berti is the organizer of this business trip
**MSEmploy Sweden** is a recruiting company helping primarily Microsoft Partners to recruit competencies around Microsoft technologies. We are recruiting candidates with competencies within sales & marketing, infrastructure, development, ERP, Security and Cloud Computing.

**VEBE IT-MANAGEMENT** is a IT-Management consultant company helping IT-vendors with marketing activities and organizational issues.

IAMCP Sweden Chapter, se introduction on top of this document. Mr Berti has been a board member since year 2000 and Chairman since 2007.

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**Mr Benny Dohn**  
CEO  
**Microworld Nova**  
IAMCP Denmark Chapter, Chairman  
Copenhagen, Denmark

More than 33 years of experience within the IT business. My core competencies cover: Server and hardware systems, software, Sales infrastructure, Broker used equipment, Management Consultancy, Key Account Management and Sales Management.

My Software knowledge covers: Citrix, Cisco, RES

Microworld Nova (7 employees) is an inventive and energetic company with focus on developing Innovative Learning Solutions. Our aim is to deliver intuitive and user friendly products that makes the students learning and certification process as easy and effective as possible. We are a Danish based company with a strong focus on the global market. We cooperate with several large international companies around the world such as Certiport, Microsoft Learning, Element K/Skillsoft, Global Mentoring etc. For more information, please visit [www.microworldnova.com](http://www.microworldnova.com)

**Our interests in China**

We are seeking contact with Microsoft and Microsoft Partners to join forces on delivering easy, cost effective and successful IT training and Certification solutions for IT Professionals in China. We are also interested in speaking to Microsoft Customers with Software Assurance within their Microsoft Licensing Agreement – as we can offer them easy access to their free Microsoft e-learning.
Mr Jörgen Enström
CEO, founder
Exor IT-Byrå
Uppsala, Sweden

Mr Enström is 53 years and has been in the IT-industry for almost 20 years and founded the company in 1998. They are Microsoft partners.

Exor is an IT firm which offers development of Web pages but also powerful systems. In addition, we have our own graphic designers that, according to the customers graphical profile, helps customers to produce business cards, printed materials and advertisments in a uniform style. The traditional computer consulting firm often lack the graphical way of thinking and an advertising agency lacks the technical perspective. We have combined the best of both worlds where the customer's Web page is the heart and the starting point for our services.

Mr Enström is interested in meeting web developers with competencies in graphical and interactive design.

Mr Mikael Lööv
CEO and co-founder
Addition-IT
Stockholm, Sweden

Mr Lööv is 50 years old and has 25 years of experience in the IT industry.

See presentation of company on next page.
Mr Jesper Lönnqvist
CTO and co-founder
Addition-IT
Stockholm, Sweden

Mr Lönnqvist is 36 years old and has been in the IT-industry since 1994 and is working as an IT-architecture in infrastructure.

Addition-IT was founded in 2002 and has 7 employees, very good skills in the Identity Access Management area on FIM 2010 Forefront Identity Manager platform. The company is a Microsoft Partner.

We are interested in partners with skills in .net development and experience in IAM Identity Access Management area, especially in development of Management Agent for FIM 2010. Partners with skills in Mobile phone app development are also very interesting.
Mr Pedro Myhr  
Senior developer  
Logica  
Ucklum, (Near the Gothenburg area)  

20 years ago I finish my Master of Economics in the University of Gothenburg. Shortly after that I start my IT career at Hogia. Hogia was one of the biggest programming companies for ERP system for small companies in Sweden at that time. In the beginning I work as a sales and marketing manager in a daughter company called WorkSoft. During my last years on WorkSoft I was the general manager for that company. Year 2000 I change my IT - career. I began to work with Navision in a smaller company as a developer and architect. After four years I was one of four owners who sold the company to Logica. Logica is a global IT and management consultancy company headquartered in United Kingdom. Logica has over forty thousand employees around the world around five thousand in Sweden. Logica is today the No. one IT-company in Sweden. Logica also have a big offshore operation in India with around six thousand employees. As a partner to Microsoft Logica is member of the “Inner Circle” and the “President’s club”. In Logica I work in the Microsoft Dynamic Nav division. We are the biggest NAV solution center in Sweden and last year we won the award “Outstanding Microsoft Dynamic Reseller of the Year”. The biggest reason we won this award is our work with a solution for Pharmacy in Sweden. In Sweden we have around one thousand Pharmacy’s and half of them are using ours solution. Two years ago I start working with our Pharmacy Solution for one of our biggest customers AG as an architect, Configuration manager and Development manager and I’m still working in that project.  

Mr Tomas Jakobsson  
CEO and co-founder  
Effekt SPU AB  
Stockholm, Sweden  

Mr Jakobsson is 39 years old and have been working in the IT-business for 18 years and in the business of ERP-systems for the last 10 years. He has a master in business and administration from Stockholm school of economics and also a master in computer science from the university of Umeå.
Effekt works as an expert in ERP systems. We are gold partners with Microsoft in the ERP competency. Our clients are mainly big, international companies with head office in Sweden. We are 20 employees and have offices in Sweden and in Poland. We are interested in finding partner companies in China to help our clients in their international business efforts. Please look in the enclosed description, Effekt briefly, for more information about Effekt.

Mr. Cyril Porseland
Manager and Expert Developer
Windows System AB
Gräbo (Gothenburg Area), Sweden

Mr Porseland is interested in meeting Chinese ISV-partners, both smaller and larger partners. Mr Porseland is a senior system developer.

Windows System AB is company with focus on software development including administrative accounting, inventory, transport and cash register. From being fully staffed with approximately 20 people in the 1990's, the company has specializes in consulting with outside consultants from around the world engaged in various projects.