

ABOUT THE AUTHORS

Chapter 1: Overview of Shanghai

Ernst & Young China

Ernst & Young China has more than 4,000 professionals offering a full range of services including assurance, tax consulting and compliance, business advisory, human capital consulting and transaction advisory services. Ernst & Young's clients in China include multinational corporations investing in China as well as a stellar list of prominent domestic Chinese companies with many of them listed in stock exchanges around the world. In the greater Shanghai areas, Ernst & Young operates from offices in Shanghai and Suzhou with more than 1,300 personnel serving the Central China region.

Chapter 2: The Competitive Advantages of Investing in Shanghai

Chapter 3: Competitiveness in the Legal and Regulatory Aspects

Chapter 9: Case Studies

Winston Zhao

Winston Zhao, Partner-In-Charge of Jones Day, Shanghai, has more than 18 years experience in New York, Hong Kong and Shanghai. His experience spans both foreign and domestic companies in China, in matters including cross-border M&A, investment in China, corporate restructuring, corporate finance, intellectual property and dispute resolution.

Winston has published many articles and is a frequent speaker on Chinese laws and regulations, and is a member of both the New York State Bar Association and the New Jersey State Bar Association. He is also an arbitrator of the Shanghai Arbitration Commission.

Winston is consistently listed in the major international professional listings, including the *International Who's Who of Professionals* and *Asia Law Leading Lawyers*.

Winston would like to acknowledge the contribution to the writing of the following persons:

Lefan Gong, Lucy Li, John Sheng, Helen Zhou, Susie Gao, Emily Xu, Ruby Zhou, Wenhao Shen, Conner Jiang

Chapter 4: Taxation in Shanghai**Ernst & Young Hong Kong**

Ernst & Young Hong Kong is one of the leading professional services firms and has an extensive array of audit, tax and corporate finance professionals and an extensive network of government contacts to assist domestic and multinational companies with PRC laws and regulations as well as to do business on a global scale. The firm offers services such as assurance and advisory business services, taxation services and transaction advisory services, plus a whole range of additional professional services through teaming up with other Ernst & Young offices worldwide.

Chapter 5: Customs**Robert Smith, Director****Bryan Tang, Manager****Kevin Yang, Senior****Ernst & Young China Customs and International Trade Practice**

Ernst & Young is one of the global "Big Four" accounting firms. E&Y's Customs and International Trade ("CIT") Practice is a global leader with over 250 professionals dedicated to providing customs advice. The China CIT Practice has professionals in Beijing, Shanghai, Guangzhou and Hong Kong to provide service all across China. The team is led by Robert Smith, Director of China/HK, and comprised of former China Customs officials, CPAs, licensed customs brokers and staff with extensive experience working for Import/Export Agents. Services offered include providing advice on areas such as: customs valuation, classification, free trade, processing trade, large scale investments and importation of capital equipment under exemption, etc.

Chapter 6: Protection of Intellectual Property Rights and Trade Secrets**Chapter 8: Procedures for Setting Up Foreign Investment Enterprises****Lee and Li**

Lee and Li is the largest full service law firm in Taiwan, with offices in Taipei, Hsinchu, Taichung, Tainan and Kaohsiung, and operations in mainland China. Lee and Li's services encompass the following practice areas: corporations and investment, banking and capital market, government contracts and infrastructure, patent and technology, trademark and copyright, litigation and alternative dispute resolution, intellectual property right management and enforcement. Through wide networking with the public and private sectors, and local and international clients, Lee and Li is considered a bridge between multinational and local companies, and between the business and the government.

Chapter 7: The Human Resource Landscape in China: Business and People Perspective**Christian Doeringer, Senior Consultant****Gail Kellogg, Global Practice Leader****Jessica Pfeifer, Senior Consultant****Simon Keeley, Managing Consultant****Stella Hou, Compensation Practice Leader****Hewitt Associates Greater China**

Hewitt Associates is a global human resources outsourcing and consulting firm delivering a complete range of integrated services to help companies manage their total HR and employee costs, enhance HR services, and improve their workforces. With services ranging from HR outsourcing to developing talent and reward strategies, from designing health and retirement plans to managing organisational change, Hewitt Associates has helped organisations and the people who work for them succeed together. Hewitt has focused on developing the people, technologies, and processes required to help organisations make the most of their most important assets — experience that translates into real value for their businesses.