

# CROWN *bulletin*

GREATER CHINA

Issue 1 • 2011

**Crown's Global Mobility Services Team  
Wins Two New Contracts in China**

**Crown's Records Management  
Business in China Grows Rapidly**

**Crown Mongolia on Schedule  
for New Facility**



**CROWN**   
WORLDWIDE GROUP



Recently, I took part in an event held in London called “Think Asia, Think Hong Kong”. There was a very large attendance and it was clear that the eyes of the world are turning toward Asia and especially Hong Kong and China. This represents a major shift in the focus of the world’s traditional strong economic powers from the West to Asia and we’ve come to realize that we’ve entered the “Asian Century”.

This edition of our Crown Bulletin highlights some of the many activities Crown is involved in here in Greater China. All our businesses are expanding and we’re very proud of the steady growth that we have experienced this year. Hong Kong is the location of Crown’s head office and mainland China represents the largest market for our services in the years ahead. Taiwan is also growing and, while the country of Mongolia is not part of China, we consider it as part of the Greater China region and it’s a very exciting area of Crown as well.

The cover of this publication shows a Crown vehicle in front of a statue of Genghis Khan and, inside on page 10, you will find a drawing of our own Crown monument in the form of a newly built warehouse facility in Ulan Bator, the capital city of Mongolia. This large building will be completed in October. We believe in the future of Mongolia and we’re investing in it.

However, you can also read about our fine arts growth, our records management growth and our logistics expansion. These are all run by very capable managers and staff – the people who continue to build our company.

Finally, I would like to express my personal pride in the many loyal Crown team members who are doing so much to support the communities we serve in greater China. They are my pride and joy and they are dedicated to making Crown a very strong contributor to the betterment of all the cities we serve.

Thank you for your support of Crown. We value your business and will always try to be worthy of it.



Jim Thompson  
Chairman  
Crown Worldwide Group

## Crown is Wastewi\$e



Wastewi\$e recognized Crown Hong Kong during an award ceremony in May.

Crown Hong Kong has been participating in the Wastewi\$e Label which is organized by the Environmental Campaign Committee (ECC) since December 2000. It is a recognition scheme established to encourage the adoption of measures to reduce

waste generated through the services that a company provides and recognize the waste reduction efforts.

The Wastewi\$e Label comprises three key categories of measures that benefit the environment.

Crown was recognized at the awards ceremony for Environmental Excellence in Hong Kong on May 20 where Hayes Au, general manager of Crown's Facilities Management Division, collected a Wastewi\$e Label certificate for Crown. It was presented by Patrick Ma Ching-hang, BBS and chairman of the awards committee.

In the discussion session, Hayes Au shared the Wastewi\$e experience with representatives from Hong Kong's Housing Authority and Hong Kong Towngas. These three organizations have supported the Wastewi\$e Label for more than 10 years and have made many contributions to the environment.



**Destination Green**  
crownworldwide.com/community



Presentation of the certificate to Hayes Au



From left: MC, Ms. Wai (HK Housing Authority), Mr. Man (HK Towngas), Mr. Hayes Au (Crown HK), MC

## Shanghai Supports Huge Grace Disabled Children Welfare Centre



There are hundreds of abandoned and disadvantaged children living in orphanages all over China. The orphanages are often crowded and surviving on a less than ideal budget. Because of having to deal with limited resources, they're always grateful for any support they receive from individuals and organizations.

As part of Crown's "Charity in Motion" program, to positively impact communities, Martina Beszédesová, client relationship manager of Crown Shanghai, took proactive steps in arranging a donation of Crown lions for Shanghai Huge Grace Disabled Children Welfare Centre located in Shanghai's Fengxian District.

Crown also provides the centre with furniture (when needed) and books for the children that clients leave behind when moving. Clothes collected within the scope of Crown Shanghai's "1000 Smiles" project (clothing collection program for rural parts of China) will be shared with Huge Grace Disabled Children Welfare Centre as well.



**Charity in Motion**  
crownworldwide.com/community

## Crown Fine Arts at the Hong Kong International Art Fair 2011



Hong Kong has emerged as the world's third largest trading centre of art works following New York and London thanks to its tax-free environment and a highly efficient customs system.

Once again, Crown Fine Arts was entrusted to be the official logistics partner for ART HK II : Hong Kong International Art Fair 2011. The fair, which grows in both size and reputation from year to year, attracted over 60,000 visitors to the Hong Kong Convention and Exhibition Centre. The centre boasts over 260 participants of the world's leading modern and contemporary art galleries. The artwork of a thousand artists from over 38 countries were displayed.

Crown Fine Arts Hong Kong provided art transportation and installation services for famous galleries such as White Cube and Hopkins Custot from London, Gallerie Emmanuel Perrotin and Almine Rech from Paris, Gmurzynska from Zurich, Massimo de Carlo from Milan, Corkin from Toronto, Shugo Arts from Tokyo and KaiKaikiki from Taipei. The main event sponsor was Deutsche Bank.

With over 800 crates of artwork totaling 700 cubic meters in volume, 180 experienced crew members were well geared for the move in and move out event. One of the particular



From left to right: Queenie Huang (general manager, Crown Taiwan), Helen Wong (fine arts coordinator Crown Hong Kong), Anna Annicchiarico (fine arts manager, Crown Shanghai) and Tommy Chan, (director Crown Fine Arts Hong Kong)



Left to right: Michael Wan (deputy general manager, Edward Ng (corporate sales executive), Justyna Hackmann (pr & customer relations manager)



Tommy Chan, Sherry Liu (relocations general manager, Crown Hong Kong & Macau) and Trevor Hyland, operations director of ART HK.

challenges this year, aside from the increased magnitude of the fair, was the handling of the “Elephants.” The “Elephants” is a 2 ton sculpture of an elephant tipped upright on its trunk! Additionally, there were a number of delicate and very valuable artwork which required detailed and individually tailored planning.

Tommy Chan, director of Crown Fine Arts Hong Kong, featured in AmCham Magazine, said, “Hong Kong has emerged as the world’s third largest trading centre of artwork following New York and London thanks to its tax free environment and a highly efficient customs system.”

The next art fair will be held May 17-20, 2012 and we can only imagine how much bigger and better it’s going to be. We can’t wait!



Crown Fine Arts booth at the fair

## Fine Arts in the Sky – Artwork Installation in the World’s Tallest Hotel



This year, Crown Fine Arts Hong Kong had another exciting project on hand. They were involved in the handling of artwork for the world’s tallest hotel, The Ritz-Carlton, Hong Kong!

The Ritz-Carlton, Hong Kong, is located at the top of the International Commerce Center (ICC), a skyscraper that boasts a height of almost 500 meters, or 1,640 feet, and 118 floors. The hotel dominates the city skyline and has quickly become the newest iconic landmark. The hotel occupies floors 102 to 118, providing breathtaking views of Victoria Harbor and the entire Hong Kong city area encompassing 360 degrees.



The Crown team handled over 1,100 artwork, which were internationally shipped and then installed in the hotel’s lobby, restaurants, ballrooms, and in 350 suites. The work lasted over 50 days.

Crown Fine Arts Hong Kong is very proud to have taken part in this project! It was a great success. Congratulations to the team for a job well done!



Crown's Records Management Business Grows Rapidly in China



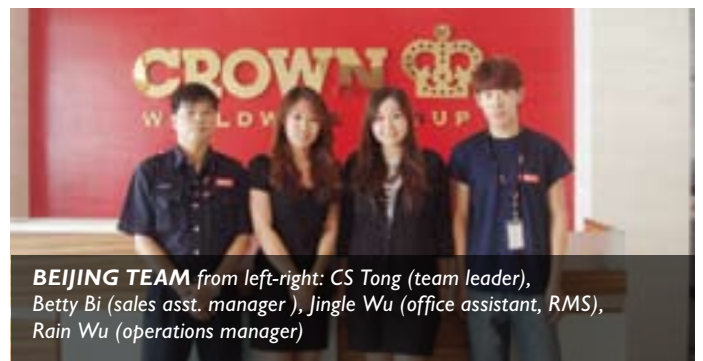
**HONG KONG TEAM** from left-right: Gary Gan (head of sales department, North China), Eric Kwok (assistant general manager), Byron Chou (head of sales department, Central China), Sammy Fong (general manager)

Since the rapid growth of China's banking and financial industries in recent years, the demand for records management services has also increased. The issue of space is not necessarily the main reason for keeping documents offsite. Instead, it is a matter of the handling and maintaining confidential data records in an appropriate way which allows for safe storage with easy access and retrieval.

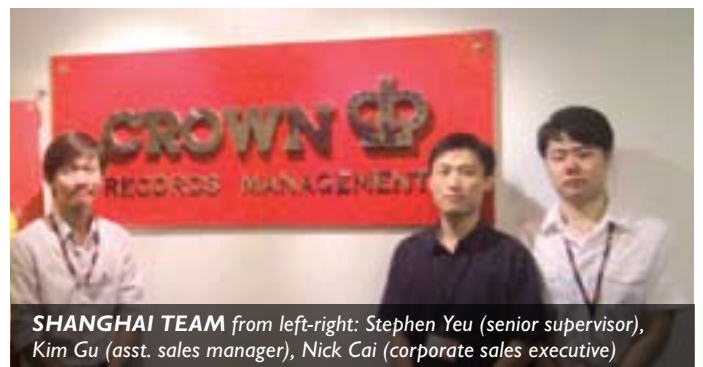
Lead by the experienced Hong Kong sales team, Crown's records management staff in China has been targeting the large market and have spent time to further educate large clients about the importance of handling their critical documents.

As a result, there has been an increase in carton volume in several locations, particularly Beijing and Shanghai. This growth is encouraging due to all major accounts won during the year, mainly for multinational corporations such as banks, insurance companies and accounting firms.

Since the sales team has been keeping on track of these target markets and have produced strong efforts, there should be further carton volume increases in the future.



**BEIJING TEAM** from left-right: CS Tong (team leader), Betty Bi (sales asst. manager), Jingle Wu (office assistant, RMS), Rain Wu (operations manager)



**SHANGHAI TEAM** from left-right: Stephen Yeu (senior supervisor), Kim Gu (asst. sales manager), Nick Cai (corporate sales executive)

## Crown Taiwan Participates in Taipei American School Spring Fair and Taipei European School Summer Fair

Two local international schools, Taipei American School (TAS) and Taipei European School (TES) held their Spring Fair and Summer Fair on April 16 and May 28. Crown Taiwan staff continues to participate and sponsor local international school events.



*Aim for the truck box. You can make it!*

On April 16, over 7,000 students, faculties, parents, and vendors gathered together at TAS to enjoy a sunny, wonderful weekend. Crown sponsored TAS Spring Fair where the “Game for Prize” at Crown’s booth attracted many kids to line up to try to win the challenge. In order to gain a prize, they needed to throw a rugby ball into a Crown truck box for small prizes such as baseball caps, stickers, or lion key chains. The other alternative was to throw a rugby ball into a records management (RMS) box for a big prize, a limited edition Indian Leon the Lion. The games were quite exciting and challenging, with the RMS box being a really difficult one to aim and throw balls into. The Crown team believed that children can learn to cope with challenges, focus on targets, and complete difficult tasks through playing these games.

Crown Taiwan also sponsored TES Summer Fair on May 28. The team set up a colorful booth with Crown banners and brochures. Numerous attendees approached Crown’s table and asked for its services. The team prepared relocation questionnaires for attendees to fill out to make appointments for surveys right away.

During the one day long event, Crown Taiwan staff distributed information and created a fun atmosphere for everyone. The mascot Leon the Lion definitely drew the kids' attention, as they were all excited to hug Leon and take photos with him.



*Rhea Schools, TES PTA (Parents Teacher Association), and from Crown; Ketsarin Malipetchara, Evan Chen, Queenie Huang, Ned Chan, Lan Huang, Jan Urban*

As Leon walked around, he gave out sweets which the children chased him for. It was a great day to build relationships with the international school community.



*We will be friends forever*

*I want...I want... I want candy*

## Taiwan Hosts 2011 Spring Art and Wine Event



Crown Taiwan held its 2011 Spring Art and Wine party on April 15 to welcome newcomers and get together with old friends and clients. This is the first time that Crown Taiwan has co-hosted a Crown Club event with a client. It did so because the branch recently assisted Moët Hennessy Louis Vuitton (LVMH) with transporting artwork from India for an exhibition held at the Espace Louis Vuitton in Taipei.

Espace Louis Vuitton is a unique, upscale, art gallery in Taiwan, located in one of the brand's most luxurious flagship stores. Globally, only five Louis Vuitton stores have their own gallery. At its fifth exhibition, Indian artist, Mithu Sen, was invited to present her fantastic artistic journey, "In Transit." The artist shared her concept with Crown's guests who learned it is based on her childhood memories and travel experiences. This echoed well with Louis Vuitton's classic luggage lines, Crown's services and the guests who all share the same experience with travelling and relocating to different countries.

Crown Taiwan's general manager Queenie Huang, conveyed her appreciation to all the Crown guests, staff, and clients for their support and proudly announced an expansion project, for records management and fine arts, planned for 2011.

Queenie said, "Crown is proud to be the chosen service partner assisting world renowned brands like Louis Vuitton with events such as this exhibition from India to Taipei. Thanks to Louis Vuitton for allowing us to indulge in this unique experience. I hope everyone enjoyed this night of art and wine."

All the guests were impressed by the artwork and libation. Crown was told it ranks among the best of such events in Taipei. Everyone had a lovely night, thanks to the Crown Taipei staff.



## New Warehouse Facility in Ulaanbaatar, Mongolia on Schedule for an October 2011 Completion.



### Fast Facts:

Total Land Area: 10,000 sq meters

Warehouse: 2,100 sq meters (phase I)

Office: 280 sq meters

Building Height: 13 meters

Multi-Level Design:-

- Warehouse: 1 Floor with 3-level Racking
- Office: 1 Floor

On the back of Crown's 16 years of operation in Mongolia and to capture the business opportunities lying ahead in the budding resource rich nation, Crown has made a strategic investment into building a state-of-the-art warehouse facility in Ulaanbaatar, Mongolia.

The land is located centrally and is only 6 km from Ulaanbaatar's city center and 2 km away from the airport. The project is currently running on schedule and will be completed by October of this year. Having only commenced building this year and with the logistics challenges faced with the construction of such a project in Mongolia, the company is pleased with the timely progress of the project. Crown will offer household goods, logistics and records management services from this facility. The warehouse is an industry leader in Mongolia being the first international standard warehouse in the country. It will have 24 hour security, CCTV cameras and is fully equipped with fire detection and sprinkler systems.

Crown will also implement environmentally friendly features to the facility such as carbon offset, rainfall

collection, recycling systems, and solar panels. There is an additional 8,000 square meters of land that is reserved for the Phase 2 warehouse facility guaranteeing Crown the ability to expand further.

With the shortage of quality, safe and secure warehousing in Ulaanbaatar, the new Crown facility will take a pioneering position in the Mongolian market and show Crown's commitment to the country and community with this long term investment in this emerging country.

"Crown's investment will take the lead in our industry with this development and show our commitment to expanding and providing facilities and services wherever our customers may need us," stated James E. Thomposn III, deputy managing director Mainland China.



## China Signs National Contract with Multinational Pharmaceutical Company

The Global Mobility Services (GMS) team in China is pleased to announce the award for a contract with a leading multinational pharmaceutical company operating in 140 countries, for immigration and destination services in Greater China including Beijing, Shanghai, Chengdu, Guangzhou and Hong Kong. The contract covers initiations in and out of Greater China for international assignees, global hires and local relocations.

Lolita Wong, head of GMS, China Region, said, "It is a strategic win for us, not just within Greater China region, it also represents a bigger Crown footprint in conjunction with the client's International Assignment Program which is presently managed by Crown Basel for initiations in and out of Switzerland. A big thank you goes to: Hanneke Noort (account manager based in Basel) & her team, Jill Bedford (regional director, GMS APAC), James E. Thompson III (deputy managing director, mainland China), John Miller (corporate services director, central China), Steven Zhang (GMS Beijing manager), Katy Zhang (destination specialist) and Vivienne Yao (mobility consultant) of GMS China team for the collaboration and great teamwork to secure this!



Hanneke Noort



Jill Bedford



James E. Thompson III



John Miller



Steven Zhang



Katy Zhang



Vivienne Yao

## China Expands National Contract with Chevron Texaco China Energy Company

Global Mobility Services (GMS) China is pleased to announce the signing of an addendum to the Chevron China contract to increase the service coverage in China. The expanded subscription of Crown services includes immigration and destination work in Shekou and Nanjing as well as onsite mobility services in Beijing.

Lolita Wong, head of GMS China region said, "This increase

in service contract is instrumental in maintaining good client relationships, setting up operations in new frontiers and providing sound service delivery in challenging locations."

Congratulation to this addition goes to James E. Thompson III (deputy managing director, mainland China), Steven Zhang (GMS Beijing manager) and Angus Hsieh (GMS account manager, South China).



James E. Thompson III



Steven Zhang



Angus Hsieh



## Hong Kong Signs Regional Contract with Deutsche Bank

Crown Hong Kong is delighted to announce that it has been awarded a contract with Deutsche Bank, for moving services in APAC region. Deutsche Bank is one of the world's leading banks with approximately 82,000 full time employees in 73 countries.

Sherry Liu, Crown Relocations' general manager for Hong Kong & Macau, said, "This is a great win for Crown, adding an additional blue chip financial services firm to our portfolio."



*Sherry Liu*

**Deutsche Bank**



## Taiwan Wins Contract with a Leading Bank

After 15 years, Taiwan re-launched its records management services this year. With a new supporting infrastructure including a new warehouse in Taiyuan equipped with modern technology and up to date information systems, Crown Records Management Services (RMS) Taiwan has been able to successfully expand this business.

Recently, Crown RMS Taiwan proudly announced the win of a records services contract with a leading bank for a total of 120,000 cartons. Together with the Taiwan office's staff, the team gave RMS manager Ned Chen a big round of applause for having landed this significant client.



*Ned Chan*



## CROWN TAIWAN RECOGNIZES STAFF



Crown Taiwan recently held a recognition event for three household goods warehouse staff members' tenures and great work. Kevin, Sen Ming, and Rong Xiang have dedicated more than 5 years of services to Crown. They received a Crown Gold medal, representing their hard work, and high quality services provided to Crown's customers during their tenures.

It was indeed a memorable afternoon where Crown Taiwan's staff was happy to celebrate and acknowledge these dedicated staff together with Billy Wong (managing director, Greater China region) who was visiting the branch.



*Sen Ming awarded 10 year gold medal*



*Kevin awarded 10 year gold medal*



*Rong Xiang awarded 5 year gold medal*



*Crown Taiwan staff*

## Crown Logistics Increases Operational Efficiency Through New Technology



**Crown continues to expand its Logistics business with new technologies and constant equipment upgrades in order to enhance operational efficiency and accuracy.**

With the goal of maintaining accurate inventory levels, ensuring its clients' assets are allocated as effectively as possible in the warehouse as well as improving picking accuracy, Crown Logistics has recently adopted two state-of-the-art technologies, the Pick by Voice System and the Digital Allocation System, both of which reinforces Crown's quality services and world class performance.

Pick by Voice is a system that uses speech recognition, voice direction software and verbally prompts to transmit instructions to operators in the warehouse. Subsequently, the operators respond back to the instrument via headsets by speaking pre-defined commands and reading confirmation codes which are printed at the respective location or on the actual product.

The Digital Allocation System, or Pick to Light system, is a solution that uses light display modules to direct operators and automatically updates inventory levels in the system. When orders are placed, corresponding light display modules are illuminated with the required quantity at the correct location allowing direct operators to retrieve an item.

Crown Logistics has proudly adopted the Pick by Voice system and the Digital Allocation Systems for two leading cosmetics brands in Hong Kong and Shanghai respectively. The results are very positive. With these two systems in place, as measured by the established key performance indicators (KPIs), Crown Logistics has been able to improve allocation accuracy from 99.97% to 99.99%. Allocation and picking productivity have also increased by 100%.

As a dedicated 'Green Logistics' supporter, these technologies have enabled a paperless working environment, where traditional paper based picking lists have been removed. By adopting these two new systems, Crown Logistics is now able to further enhance their performance and ultimately provide its clients with even better and greener services.

Australian Day 2011 in Guangzhou



Crown Guangzhou was proud to be one of the main sponsors for the Australia Day 2011, organized by AustCham-South China, Aussie Sheila's & Wallaby Teds. This event took place in Favorview Palace, the choice preferred for residential in Guangzhou for expat. communities. During this day long event, over 60 vendors attracted participants with exotic foods, gifts, games etc. Over 350 families, mostly from Australia, joined this event.

As always, Crown's gifts and maze were very popular among the participants. Each and every one of Crown Guangzhou staff helped contribute to the success of this event!

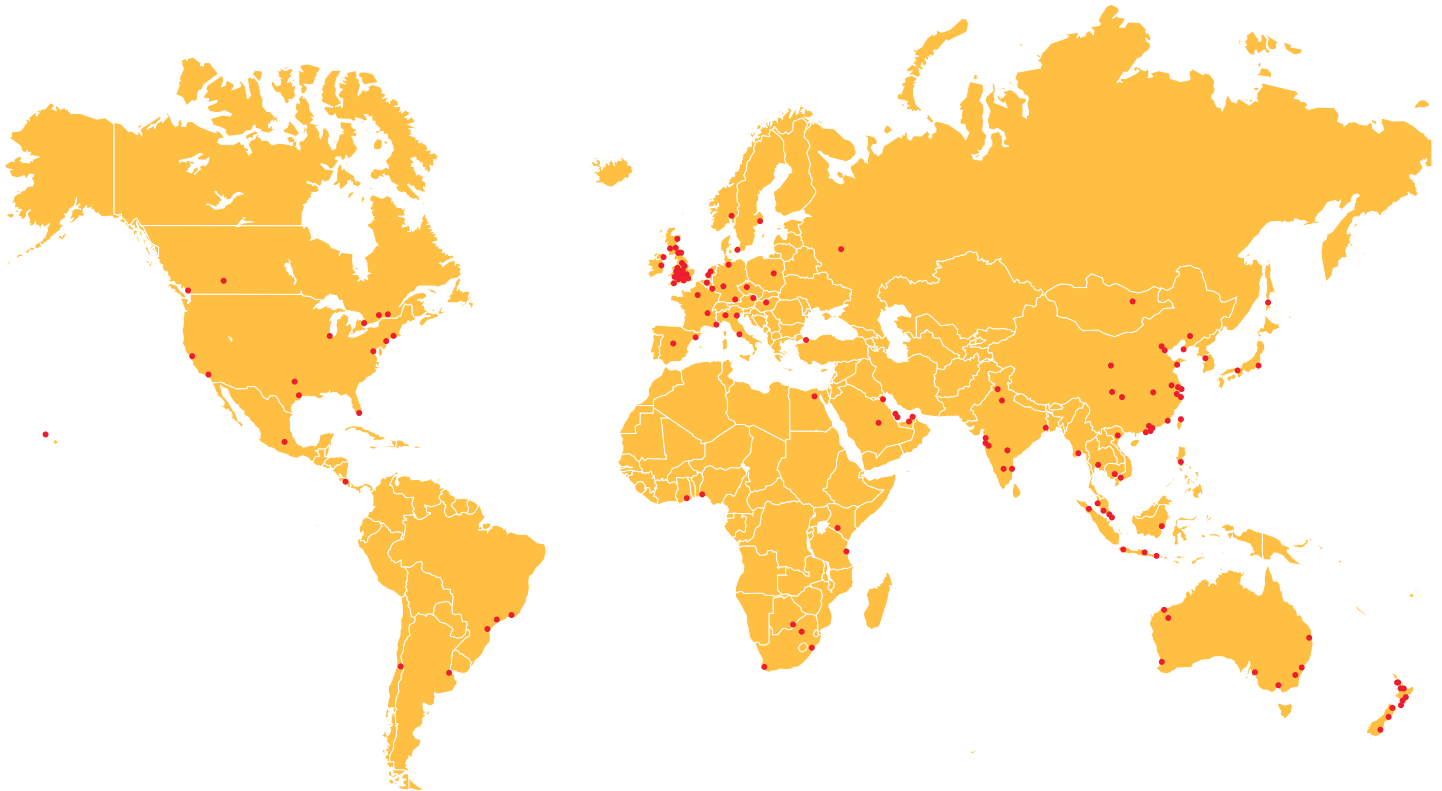


## The Crown Worldwide Group

The Crown Worldwide Group, headquartered in Hong Kong, was established in 1965. It is a privately held company with over 250 offices in 55 countries. Crown Relocations provides global relocation services for corporations, private clients and diplomats. Crown Records Management provides management and storage of business information. Crown Logistics provides other specialized commercial import/export, freight forwarding and distribution services. Crown Fine Arts serves museums, art galleries and collectors providing packing, customized crating, transportation, storage, delivery, unpacking, exhibition coordination services.

### Please visit our websites:

[crownworldwide.com](http://crownworldwide.com), [crownrelo.com](http://crownrelo.com), [crownrms.com](http://crownrms.com), [crown-logistics.com](http://crown-logistics.com) and [crownfineart.com](http://crownfineart.com).



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