**Press release**

Vienna, 11 November 2011

**CMS: Focus on Doing Business in China**

**At the event “Focus China”, which took place early this week and was organised and hosted by international law firm CMS Reich-Rohrwig Hainz, companies learned all they need to know about doing business in the country. CMS legal experts from Shanghai and Vienna shed light on key aspects of expanding into China and a high-profile round of experts working in the region discussed their experiences in the country. 200 visitors came to this interesting CMS event.**

Following “Focus Russia”, “Focus China” was the second highly successful CMS event with a country focus on an emerging market. On 8 November 2011, CMS experts from Shanghai and Vienna presented an overview of legal framework conditions to consider when doing business in China. Topics discussed included M&A activities and joint ventures, secondment of staff to China, tax issues of opening business establishments in the country and, of course, the perennial question of how to protect intellectual property. Christian K. Fuchs of Kick Off Management Consulting gave the audience an insight into specifics to consider when communicating with Chinese business partners from a business psychology point of view.

**Lenzing AG** CEO **Peter Untersperger**, whose company is strongly represented in China, drew an optimistic yet differentiated picture of the Asian nation in his keynote speech. He also participated in a high-profile panel discussion, which deliberated on success factors for business in China. **Joseph Eberle**, division manager corporate customers at **RBI**, **Thomas Obendrauf**, CFO of **AT&S**, **Robert Kastil**, CFO of **Rosenbauer AG**, and **Peter Weigand**, management board member at **TTTech Computertechnik AG**, – who can all report about successful business activities in the Middle Kingdom – shared their experiences with the audience. All participants in the panel discussion pointed out that the difficulties in protecting intellectual property in China made the market a challenge, yet one that would certainly pay off for Austrian businesses to expand into. For the moment, European businesses were still in the lead because of their innovative power. There was also consensus among the experts that China was continuously gaining in importance as a sales market.

**CMS China – local expertise, advice in German**

CMS has been active in China since the mid-1990s. “With currently about 25 senior attorneys at the locations in Shanghai and Beijing, we offer our clients international and local expertise, also in German,” Ulrike Glück, managing partner of CMS China underlines an aspect that makes her company the preferred choice for many clients. “We are very happy that our colleagues from Shanghai share their knowledge and experience with our Austrian clients today,” Peter Huber, managing partner at CMS Reich-Rohrwig Hainz and host of the event, said. “Events like ‘Focus China’ show that the competences of CMS reach far beyond the European continent. Our clients benefit from the close, cross-border cooperation of our offices.”

The large number of visitors also bore proof of the great interest of Austrian companies in the growth market China. About 200 guests attended the event hosted by CMS, which was supported by the following cooperation partners: DIE PRESSE, EcoPlus, Eco Styria, ICC Austria, Life Ministry Export Initiative, Medianet, Oesterreichische Kontrollbank and the Austrian Federal Economic Chamber of Commerce.

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**About CMS Reich-Rohrwig Hainz**

CMS Reich-Rohrwig Hainz was founded in Vienna in 1970 and has since emerged as one of the leading specialists in all areas of commercial and labour law. Highly-specialized teams consisting of internationally experienced lawyers primarily provide services in the following fields of law: M&A, banking and finance, real estate, taxes, labour laws, IP and IT laws, and public procurement. The company operates offices in Vienna, Belgrade, Bratislava, Brussels, Kiev, Ljubljana, Sarajevo, Sofia and Zagreb. All CMS offices together offer clients a team of more than 500 experienced specialists in 13 offices across the CEE/SEE region.

CMS Reich-Rohrwig Hainz is one of the founding members of CMS, the association of leading European legal firms and tax consultants. At present, CMS operates a network consisting of more than 700 partners, 2,800 lawyers and tax consultants, and a total of 5,000 employees working on behalf of its clients. www.cms-rrh.com

**About CMS**

CMS aims to be recognised as the best European provider of legal and tax services. Clients say that what makes CMS special is a combination of three things:

Strong, trusted client relationships

High quality advice

Industry specialization

We combine deep local expertise and the most extensive presence in Europe with cross-border consistency and coordination.

CMS has a common culture and a shared heritage which make us distinctively European. CMS operates in 30 jurisdictions, with 54 offices in Western and Central Europe and beyond. CMS was established in 1999 and today comprises nine CMS firms, employing over 2,800 lawyers. CMS is headquartered in Frankfurt, Germany.

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