



Part of PIËCH ASIA ENTERPRISES

Introduction, Jul. 2010

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I. Our Time

The China Challenge

C h i n a i s
f a c i n g
g r e a t
challenges

Talented designers are rapidly emerging out of Chinese design schools. International designers, architects and visionaries are increasingly looking at China as a “The place to be”. It is a fast emerging, challenging market seriously approaching and establishing a new future.

Much of this talent is only now beginning to penetrate the market. Brands builders are learning to create awareness in the market. Designers are moving quickly to find the most challenging and fulfilling jobs. Authentic, strong and powerful local professional design is in the initial phase of development.

“ Now, everything that Chinese designers are doing is just for result-most Chinese design is either directly copied or following trendy things in international design.”

Ai Weiwei – Chinese Artist, Architect & Cultural Commentator

Designers need help in forming their skills and creativity to adapt to what the market – potential employers – need. Designers need tools to position themselves in today’s market. And designers can never afford to stop developing, even on the job.

On the other hand, the **Market** has an increasing need of meaningful design. As consumer sophistication rises and brand loyalty becomes a hot topic, leading companies are inventing new ways to create value for their clients and consumers. China is taking a leap with home-grown design and creativity. On a practical level: companies need to find good designers. And keep them happy.

“We entering a period where people respect personality and individuality, and I think that has shown in design.

Ma Yansong – Chinese Star Architect

II. Our Vision

Design's Best Friend in China

We are
Design's
Best
Friend
in China

We don't sell Design, we don't compete with the professionals in the Design Space.

On the contrary: We help close the gap between the market and various talents in a number of meaningful ways. We work with Universities and educational institutions, multinationals, local design firms and emerging Chinese Company Brand leaders. Thus we constantly take the market's pulse.

We work closely with all designers, and we compete with none.

How can the designer's friend help?

We help:

- young and talented designers to find the perfect place in today's market.
- designers to develop a set of skills they don't learn on their traditional design track.
- graduates to present themselves and their work to the industry.
- the creative force to talk to the market.
- them to stay tuned into international design, even while they are on the job.

We take young designers by the hand and introduce them to new employers, new work, new skills and to new potential ways to develop themselves.

How can the friend help companies?

We help companies

- to find the matching designer for their vacancy.
- to analyze the current situation in the Design Department and consult on the next steps.
- to keep their designers on an up-to-date level with specialized workshops:
 - business workshops tailor-made for designers.
 - tailor-made workshops based on the needs of the company.
 - restructuring the Corporate Design Departments to maximize the attractiveness for Designers who work there.
- to build the bridge from the academic side and create a valuable network between the design elites in China and the companies.
- to build strong business opportunities within the Design field.

We hire the best talents for your brand and design needs, and we make sure your design department is motivated, productive, and just loves to work for you.

III. Our Way

We teach the skills that Designers need to compete:

- How do I apply effectively?
- How do I stand out from the others?

We are always focused on the Designers' needs:

- Business Design Workshops
- Cross-Cultural Workplace Training
- Restructuring Corporate Design Departments to maximize the attractiveness for Designers who work there

In Recruiting, we aim to find the best designers for our clients. We also aim to find the best employer for our designers.

Only then is the picture complete.

We are **Design's Best Friend** in China.

The ability to make decisions about the people in your design department is becoming an enduring source of competitive advantage in China.

PAE Design Talent concentrates on helping clients achieve this advantage through the identification, assessment and recruitment of the China's most talented Designers.

The Recruitment Cycle

We meet our clients and understand their specific recruitment needs.

We discuss the position and the requirements for a vacancy in detail. The combination of in-house international recruitment experience and design expertise are helping us to fully understand each client's needs.

Of course, we tailor our methods to the specific needs of each search.

- Search by file.
- Search by advertisements.
- Search by our strong Design Network in China.

Design Award

In cooperation with local and international brands we organize a Design Award with an international standard.





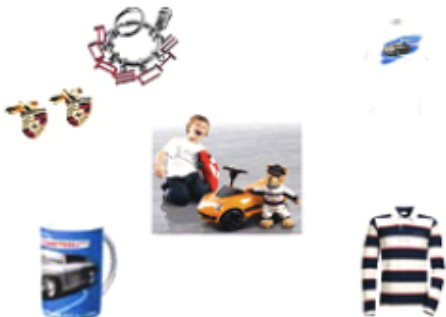


The Goal of the Design Award is to strengthen design related brands in the Chinese market. Furthermore the social aspect of supporting the young and talented Chinese designers will be an essential aspect of our award. Remember, we are “Design’s best Friend in China”.

Due to the **excellent Media contacts** of PAE there is a strong market coverage on TV, print Media and Internet in China and Europe. It will help within the Chinese design world to create a strong relationship to Chinese design. Designers will see the companies as potential employers that care about design.

PAE Design Talent is the official representative of Porsche Design Studio in Mainland China and Hong Kong.

- Engineered Luxury
- Technically Inspired
 - performance
 - purism
 - timeless
 - heritage



	PORSCHE DESIGN	PORSCHE DESIGN STUDIO	PORSCHE DESIGN DRIVER'S SELECTION
target group	„luxury -brand“- customer 	B2B customer	Porsche driver & fan 
products			
distribution	Owned Store Specialized dealer Duty free Franchise-Store	 Porsche Design Studio	Onlineshop  Porsche Centre

Why Design Management?

Creative people are **different!**

Designers can not be **measured** and **motivated** the same way as the rest of your employees.

It is important to understand how to get the best out of your creative employees in a demanding business environment.

A clear **career path**, the right way to **communicate** and **lean design processes** are the key to an efficient creative department.

This is what the “**PAE Design Management Approach**” concentrates on.

... and more

▶ **Incentive Programs for Companies & Design Departments**

We make sure your design department is motivated, productive, and just loves to work for you.

▶ **Networking**

with PAE Design Compound, Website and our international network, we offer a great Space for Chinese and international designers.

▶ **And we build physical bridges**

We Provide a Space for Design and the Market to Meet

- where Designers can show their work to potential clients.
- where Designers meet potential employers.

IV. We And Our Friends

We are a team of international and Chinese professionals that combine an intimate knowledge of design and of the creative community in China with global recruiting and marketing experience. Based in Beijing, our business extends from Shanghai over Guangzhou to New York and Zurich.

Philipp Michel:

Managing Director of PAE Design Talent, International Recruitment Background with Michael Page, International Business Studies in Germany, Management and Marketing experience in international companies in Europe.

Anton Piëch:

General Manager of PAE, Princeton educated, more than five years of business experience in China, acquiring high-level business contacts to international companies with an outstanding track record of starting new ventures in China.

Nicole Dong:

Design Manager of PAE Design Talent, Master of Fine Arts in Studio Art & the Computer, more than five years of design management experience in China and US. Advertising Federation Professional Award Recipient in US.

Our Partners in the Design World:

The Network with a Silver Lining

Co-founded by Prof. Jan Staël von Holstein with 15 offices around Europe and the USA. TM&N Design and Brand Consultants and Bamboo Communications in Hong Kong, PG Design and Branding and CBI in Shanghai and PAE Design Talent in Beijing make up for a strong presence in China.

www.silverlining-network.com

Jan Staël von Holstein:

Founder and Chairman of The Network with a Silver Lining, with 15 offices around Europe and the USA. Having spent more than forty years in the design business, Jan is a world authority in Corporate and Brand Identity creation and Design Management.

Parson Ge:

President/Creative Director of PG Design & Brand Consulting. Parson founded PG 10 years ago which specializes in creating brands and integrating brand communications for international and Chinese brands in over 8 different industries.

<http://www.pg-intl.com/>

Leila Nachtigall:

CEO of TM&N Design and Brand Consultants. Leila co-founded TM&N Design and Brand Consultants in 1993 and has successfully established a global company operating in the US, Europe and Asia. TM&N Design and Brand Consultants specialize in creating design and branding solutions to strategically position and add value to brands across business sectors.

<http://www.tmn-design.com>

Some of PAE's business partners:



VW
Audi
Gruner & Jahr
Bertelsmann
Porsche
Porsche Design
SIEMENS
Ringier
Novartis

Mont blanc
Swatch Group
Adidas
Esprit
Credit Suisse
UBS
Nestle
DHL
Nike



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