

合作与未来

协会在中国

尽管各个国家和地区的情况不同，然而不论在哪里，协会在商业发展和个人职业发展中都能起到十分重要的作用。协会能协助建立全球经济中的双赢关系。

有科伦北京新建立的办公室，科伦公司可提供全球性的服务网络体系，有助于企业及专业人士加强的协会。



关于科伦公司

科伦公司提供协会管理、会议与展览会管理、公共关系、政府事务以及为协会和公司的其他专业服务。建于1964年，科伦公司目前在亚特兰大、北京、布鲁塞尔、纽约、杜森市及华盛顿皆有办公室。公司宗旨为以卓越的承诺超乎客户之预料；科伦公司本着至诚至信，客户至上、品质至上、有利有趣的原则为客户提供优质服务。

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Associations in China

While conditions differ in each region or country, associations play a crucial role for businesses and professionals alike. Associations support the building of win-win relationships in the global economy.

With the opening of an office in Beijing, Kellen Company provides a global services network that will help businesses and professionals develop their associations.

To find out more, please contact one of our offices.



About Kellen Company

The Kellen Company provides association management, meetings and exhibition management, public relations, crisis management, internet services, government affairs and other professional services for associations as well as individual companies. Kellen Company was founded in 1964 and has now offices in Atlanta, Beijing, Brussels, New York City, Tucson and Washington, D.C. Our Mission is to exceed client expectations through commitment to excellence and employee-owner values: Integrity, Client Focus, Quality, Profitability and Fun.

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Building Relationships

Kellen Company

Kellen Company, a premier global professional services firm and one of the world's largest association management companies (AMCs,) has opened a new office in Beijing, China. Kellen Company continues to expand its capabilities to provide its clients with the services and resources they need and want. The company in Beijing is a Wholly Foreign Owned Enterprise (WFOE) known as Kellen Management and Consulting (Beijing) Co Ltd.

Kellen Company has also formed a strategic alliance with Beijing-based Horizon Research Consultancy Group, a leading management and market research consulting company. With offices in five cities in China (Beijing, Shanghai, Guangzhou, Chengdu and Wuhan), Horizon has become a renowned professional research and consultancy firm, serving both local and global enterprises during China's transition from a planned economy to a market economy.

Our Services

The partnership provides Kellen Company significant presence in Asia, with access to advanced resources and market intelligence that will benefit its international clients. It has already proven valuable to current Kellen Company clients with projects in China.

Strategic advisory

- Companies must consider their strategy regarding associations in China such as determining which associations they should join. Likewise, to what extent they should rely on the China based chambers of commerce and which role their alliance or joint venture partners should play are questions that must be answered. Kellen Company has advised various multinationals on these choices.
- It is essential for associations to understand their position and legal status in China and what relationships they need to build with government and universities. Not only must they review their mission and strategic goals, but they also must consider the location of the association as well as personnel options for staffing their association in China.

Competence and capacity building

- Kellen Company initiates and/or participates in knowledge exchange projects between associations in China and European Union, as well as those in the United States; such projects may be co-funded by either government.
- Kellen Company understands the value of networking and the training of association executives located in China.

Market research and membership

- Association leadership must consider the possibility of expanding an association into China.
- Kellen Company and Horizon researched the opportunities for membership expansion in China for a global real estate sector association headquartered in the U.S. A study identifying essential segments in the China market (geographic, functional), determining required resources for membership recruitment, and setting the timetable to implement marketing and chapter management was produced. Key elements included pricing and delivery of services to the local market, staff resources, and the engagement of the local chapter leadership.
- Kellen Company and Horizon are now implementing membership and chapter development in the second phase of the project.

Exhibition and conferences

- A global association that Kellen Europe has managed for more than five years wanted to participate in a trade show in Beijing with a booth for some of its member companies. Kellen Company staff in Brussels and China collaborated to organize the booth design and staffing, publicize the association's involvement, and follow up on business leads.
- Kellen Company also liaised with a counterpart association to a U.S. association managed from our New York office at a conference and tradeshow for home furnishings in China.

Regulatory and legislative services

- With offices in Washington, D.C., Brussels and Beijing, Kellen Company can monitor and advise on the development of legislative and regulatory trends. These services are of increasing importance for members of global trade associations and individual membership organizations.
- China's government regularly promulgates regulations or laws on environment, food or energy into the books that are more or less similar to those enacted in the European Union (or sometimes U.S. and other trade partners); examples are risks of hazardous substances, chemicals and health codes and standards.
- Trade issues may arise from technical barriers, licenses, taxation and export restitutions. The relationship with China associations is essential to better comprehend these issues and potentially solve them, and requires knowledge building and continued local follow up.

科伦在中国

科伦公司作为全球领先的专业服务企业，是协会管理咨询领域规模最大的咨询公司之一。为了能够为客户提供更加专业、及时的服务及资源，科伦公司不断扩展业务范围，并在北京建立了分支机构，成立了科伦管理咨询（北京）有限公司。

2006年，科伦与北京零点研究咨询集团建立了战略合作关系。零点公司是中国市场研究和管理咨询领域的领先企业，并在上海、广州和武汉设立了分公司。零点公司已成为中国著名的专业研究咨询机构，在中国走向市场经济的过程当中，服务于众多国内外企业、政府和组织。

服务项目

合作伙伴关系的建立对科伦公司的亚洲业务给予了扩展，中国当地市场的调查与资源也将有利于科伦公司的国际客户，目前在中国有活动的科伦客户已经广为受益。

策略咨询

- 国内外公司需要考虑他们对待中国协会的策略，例如：应该加入哪个协会？到什么程度能依赖于各国驻华的商会？公司的合资及合作伙伴该起什么样的作用？科伦公司已经为许多跨国公司针对相关问题提供了策略咨询服务。
- 协会必须充分了解其在中国的地位，同时也得考虑与政府或某些大学建立必要的合作与交流，从而对于协会的宗旨、战略目标以及协会选址、职员招聘等工作进行重新考虑。

资源整合

- 科伦公司创建并参与了中国与欧美协会之间的各种知识交换项目，此类项目通常可获得两方政府的资金支持。
- 科伦公司也考虑到中国的协会管理者对人际关系网络、专门培训等方面的需要，并为他们提供相关的服务。

市场研究及会员扩展

- 协会的领导阶层应该探索中国国内的扩展机会，并为此进行相应的调查和研究。
- 科伦与零点公司为一个总部位于美国的全球性房地产协会针对其中国国内的会员扩展空间进行了调查。调查指出国市场的不同细分（即：地理性，功能性），同时也指出新会员招募工作所需要的资源；另外，还对营销及分会管理工作的执行流程给予了制定。项目的主要成分包括：定价、向当地市场提供服务、人力资源以及促进当地分会领导层的工作。
- 目前，项目进入了第二阶段，科伦与零点公司正在合作执行会员与分会扩展计划。

展会服务

- 科伦布鲁塞尔及北京公司为其享受科伦欧洲公司五年多的管理服务的全球性协会客户，合作提供了其在北京某一个展览会的参展服务。项目包括展位设计、职员招聘、推广宣传与后续工作。
- 科伦北京公司也曾为一个由科伦纽约公司管理的美国协会在中国的某一个家具展览会上与其对应的中国协会进行挂钩。

法律咨询

- 由于科伦公司在华盛顿、布鲁塞尔及北京等三大城市拥有分支机构，因此可以提供针对法律、法规动态的全面监视检测服务。
- 中国政府公布的有关环境、食品以及能源的法律法规通常与欧盟法律（乃至有时与美国或其他贸易伙伴的法律）大同小异；例如有关有害物质、化学物品以及卫生等标准。
- 在国际贸易中，技术壁垒、许可制度、征税及退税出口等措施，有可能导致贸易冲突。国外与中国协会之间的交流，对于缓解上述的贸易冲突十分关键，从而必需定期地进行知识交流以及后续工作。