



# Pagoda



*Service Above Self*

*They Profit Most Who Serve Best*

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Published Weekly

## This Week

Tuesday 24th August 2010

### Tonight's Speaker:

**Helmut Schneider**  
Messer Group and RCS

This evening, Rotarian Helmut Schneider will introduce The Messer Group, a family owned company, and its unique history in China.

The company has an exceptional story, with 15 years' history of expansion in the west of China. From a very early stage, Messer and its members knew that they would be pioneers. When they first went west, China and even the eastern coast was still viewed with trepidation by many foreign owned companies, and the inland regions were a great unknown.

Those who did venture away from the coastline were braver than their competitors, and had faith in a longer vision; they believed that the west had enormous potential for the future. That potential has only recently attracted widespread attention elsewhere, but Messer has already built a solid foundation for their work in the region.

They have a great commitment to not only the west, but China as a whole. They have 1,626 employees and ten production companies in the country – including seven Joint Ventures and three Wholly Foreign Owned Enterprises. Their customers span a wide range of sectors, from the steel industry, metal processing, electronics, and chemical industries through to the food and automotive industries. They do not focus exclusively on any one area, maintaining a strong presence in the west, south and east, with a corporate office in Shanghai.

Messer first struck out into Yunnan and Sichuan in 1996 with two new companies. They were followed by another new company in

Sichuan in 1997, and a fourth in Yunnan in 1998. The group expanded steadily over the following years with an acquisition in Leshan, Sichuan, and then a new production site in Yuxi, Yunnan. From 2006 through to 2009, the group was ready to make strategic changes to its existing operations, relocating one plant and expanding other before establishing a Joint Venture in 2009.

This quick summary of Messer's growth suggests a smooth and easy transition from pioneer to old (west) China hand. But the timeline is deceptive. Juggling their various operations was always going to require careful organisation and coordination, and this challenge was combined with other issues.

For instance, as a newcomer, Messer had to work hard to establish its resources and name in the west. It needed to build its own brand in order to create a local profile, and to strengthen their partners' support. Their recent arrival also meant that they did not have a trusted team on hand to begin their projects; instead, they needed to gather together fresh teams by sourcing talent on the coast, through their Joint Ventures, or in the form of western mercenaries.

Messer aimed to be focused on solutions, even as the situation became still more complex. They acknowledged the challenges they faced, and as they moved forward through their new territory they continued to discover lessons that needed to be learnt.

Helmut can now dismiss some of those early difficulties as "beginner's mistakes". The company learnt as fast as it could, and is now able to enjoy the benefits.

For example, a tricky Joint Venture, based in Yunnan, was initially not profitable. Ten years later, this is no longer the case, and Messer can even see the experience as a beneficial one; "It has served as our start up and training place in Yunnan", Helmut explained.

## The Object of Rotary

is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

FIRST: The development of acquaintance as an opportunity for service;

SECOND: High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society;

THIRD: The application of the ideal of service in each Rotarian's personal, business, and community life;

FOURTH: The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

Throughout their time in the west, Messer has endeavored to learn from every "beginner's mistake" or problems, and to be flexible and forward thinking as they move towards productive solutions. They have also developed and refined a strong understanding of the importance of a solid team and full research as they consolidate their operations.

All of these lessons could also inform charitable enterprise in the region, and Messer has developed a CSR programme that demonstrates this. They support a number of schools based in some of the west's underprivileged areas. This, together with their corporate activities, has allowed the Messer Group to make a substantial contribution to western China's development.

## UPCOMING PROGRAMME

Date	Speaker	Event
31 August 2010	Winston Jin, ChunQing	
7 September 2010	Dr. Harriet Leyland, International SOS	
14 September 2010	Professor Zhang, Institutes of Biomedical Sciences & Shanghai Public Health Clinical Center, Fudan University	
21 September 2010	Sigmund Floyd	

# Last Meeting's Highlights

17th August 2010

## Present at the meeting

### Members signed in: 24

#### Visiting Rotarians:

Hiroshi Uchino, *Nawasaki East, Japan*

Gad Schaefer, *Carmel-Israel*

Peter Humphrey, *Beijing*

Steve Adkins, *Washington, DC*

David Shackleton, *New Zealand*

Niels-Uwe Behrens, *Beijing*

Peter Fischer, *Ellwangen, Germany*

Fiorella Sgallari, *Valle del Samoggia, Bologna Italy*

### Guests signed in: 17

### Money raised

The meeting raised Rmb18,250 from Fines and Happy Money.

## Last week's speaker: Lily Gong and Hennie Homan

Ambassadorial Scholar Lily Gong worked with Hennie Homan, who leads the RCS Ambassadorial Scholarship Committee, to introduce the Ambassadorial Scholarship in more detail, and to tell members about her own experiences as a volunteer in various service projects.

Lily can clearly see the benefits of this opportunity to be a scholar. She will study coming academic year MA Interpretation/Translation at the Nottingham University, UK. With this study and her experience in service projects she hopes to become an interpreter/translator in an NGO. The presentation was well received by the RCS meeting.

## Announcements

The following announcements were made at the meeting 17 August, 2010.

### • Zhouqu Disaster Relief

The death toll from the mudslides in Zhouqu County has reached 1,239 people.

Our club member Rtn Frank Yih has been leading relief efforts with the Rotary's support since the day after the disaster. His organisation has people on the ground in Lanzhou to oversee operations and the distribution of supplies, ensuring that they reach the victims in the affected areas.

On 10 August at our weekly meeting, VP Marjorie announced that our Sergeant's collection would go to the fund that is being raised by Rtn Frank Yih. Through the efforts of Sergeant Ralf we collected Rmb 3,170 for the fund, and Pres Pradeep and Rtn Frank Yih committed an additional Rmb 500 each. Rtn Hans Huber added Rmb 3000.

Rtn Frank Yih has been asking other sister service organisations to play their part, and has already attracted Rmb 10,000 from the Global Health and Education Foundation. His own Huaqiao Foundation has also donated Rmb 10,000, and Frank has already sent Rmb 20,000 to his Lanzhou office where relief work is well underway. Fellow Rtn Steve, who works with the Shin Shin Foundation, has donated Rmb 3,500. Our Rtn Hans has received a message from a fellow Rotarian in England asking how his club could help.

Rotarian efforts are gaining momentum, and making a huge contribution to the relief work, but Zhouqu will continue to need support.

Pres. Pradeep asked VP Marjorie (who chaired the meeting on 17 August in Pradeep's absence) to dedicate one more round of the Sergeant's collection to help the community in China. The collection on 17 August came to Rmb 18,250. This was largely due to the ten or so members who each donated Rmb 500-3000. A big thank you for them.

If you could not make the meeting on 17 August, and have not yet made a contribution, please try and make a commitment to this service effort of our Club. Rtn Frank Yih will be the club representative for the collection. He will provide weekly updates on progress and accounts to the Board via Secretary Tom and Treasurer Lilian. All members shall see these reports in the Pagoda and on our club website. Every contribution is hugely appreciated by the relief workers and their beneficiaries, who thank the RCS for their support so far.

### • A call for volunteers for RCS at the Expat Show

The RCS will host a stand at the Expat show, which runs from 17 to 19 of September. Volunteers are needed to help run the stand. Please let us know if you can cover the stand

for a few hours on any one of the above dates. Please contact either Rtn Motohiro Yamane (yamane@tmish.com) or the RCS Secretary if you are available to help.

### • RCS Summer Autism Program

During the last meeting Rtn Andrew Hill gave an interesting and compact presentation about the RCS Autism project, which was run last month. It explained what autism is, its causes, how common is it, whether or not it is curable, and what the RCS could do to help.

It also showed what has been done during the course of this project, and who participated in this project. Crucially, it demonstrated the changes the project had already made in the



lives of the children and their parents even in only a short period of time.

### • News from Tom Thong

PP Tom Thong attended the installation of President Rick Loh of RC Bukit Bintang on behalf of President Pradeep. There were about 400 Rotarians and guests from the local area, Japan, Hong Kong, Philippines (including PP Robert Kuan from RC Makati), Thailand, Singapore and Indonesia.

RC Bukit Bintang has come through difficult times to become one of the top three Club in District 3300. The Club had grown from last year's six members to the current 55 members in just one Rotary year. It has become a Club to be reckoned with.

## Website

Photos from last week's meeting are available on our website: <http://www.rotaryshanghai.org/index.php?id=2&lang=en>

## Other News

### Sister Club prospect

During his vacation in Bali, Rtn Hennie Homan visited RC of Bali Seminyak to exchange banners and to discuss with its President, Robert Kempener, the possibility of becoming Sister Clubs. The two clubs have already exchanged some correspondence expressing an interest in setting up this relationship.



When Hennie met Robert Kempener and an old member of RCS, Robert Epstone, they emphasised their interest by signing a letter of intent.

RC Bali Seminyak is one of a number of Rotary Clubs that are looking secure a Sister Club relationship with RCS. RCS members will be kept informed of any further developments.

# Charity Focus: Kashin-Beck Project

The Kashin-Beck Project focused on improving the health of Tibetan communities in western China through better nutrition. The project followed a three year investigation into the benefits of vitamin supplements for these communities. After these initial trials illustrated the significant benefits of supplying these communities with extra vitamins, a more specific study was conducted to work out whether or not the supplements had helped those suffering from Kashin-Beck Disease, which has been a huge problem in the area.

Kashin-Beck Disease is not well understood – its causes are still a mystery. The symptoms are, unfortunately, better known. The disease first appears in children around the age of five. It attacks their joints, which become painful and difficult to move, and restricts their growth. This process can also lead to deformities as the joints swell to an unnaturally large size.

The disease has been seen across the west of China, and farmers seem to be the most susceptible – the majority of cases are found in agricultural, rural areas. This makes the need to address this problem all the more urgent; as RCS know, the rural western population is much less privileged, and it is difficult for these local communities to find the resources needed to tackle Kashin-Beck Disease.

This investigation found that the vitamins had made an enormous impact both in preventing the development of new cases and in alleviating the effects of existing cases of Kashin-Beck Disease, especially among the young – and the benefits were improving significantly with time.



By carefully adjusting the precise components of the supplements, the project was able to develop a formula that could be especially effective for tackling Kashin-Beck disease among Tibetan children.

However, studies suggested that the nutritional problems faced by local communities were not limited to the development of Kashin-Beck. Some children showed signs of specific vitamin deficiencies; others were not necessarily malnourished, but certainly in need of a much higher energy intake.

The project needed to be refined accordingly, and its activities were split into several parts. The Children Nutrition Programme (CNP), was combined with a Food Diversification Programme (FDP), as well as a Mycology Programme and a focussed study on the eco-environment in places where Kashin-Beck Disease was a particular problem.

The CNP targeted mothers and their children in the worst affected areas across two prefectures. Supplements were followed with training for doctors and others involved in mother and child health in the community. Meanwhile, the FDP programme saw the project working to introduce much more variety into the local diet by several means.

By providing seeds and by encouraging the development of vegetable gardens, the cultivation of apricot trees, and the production of nettles used in a traditional Tibetan soup, the team hoped to make a more diverse diet an achievable and sustainable goal for the whole community. These measures did not introduce new ideas to the community, but built on their own traditions and existing capacities.

They also helped to set up solar stoves, an effective and energy efficient cooking tool that could further encourage a more varied diet. Finally, the Mycology programme would be used to help solve some of the problems associated with grain contamination through fungal growths. Removing this problem would allow beneficiaries to make much better use of their existing resources.

In addition, by involving an international team of scientists in a study of the area, the project's organisers hoped that it would be possible to gain a fuller insight into the causes of the Kashin-Beck Disease. If this part of the project is able to meet with long term success, the benefits of this mission will be profound and lasting.



## RCS Projects

### The Rotary's Current Matching Grant Projects

- Gift of Life
- Health Village Fairs
- Ningxia Water
- Shin Shin
- Stop Paediatric AIDS Now (SPAN)

### RCS Local Projects

- Handicapped Physiotherapy
- Migrant Workers

### RCS Education Projects

- Ambassadorial Scholarships
- Percy Chu Scholarships
- World Peace Fellowships**

### RCS Partners

- Shelterbox
- Huaqiao Foundation
- Shanghai Charity Foundation
- China Aids Initiative
- Shin Shin Foundation
- Wheelchair Foundation
- Handicap International

# Member Profile

An introduction to one of Shanghai's Rotarians

Edwin Ngoi

Edwin Ngoi joined RCS in June 2006. He is currently the project leader for the China Health Village Project, and he has also played an important role as the project leader for the Group Study Exchange (GSE) to Denver, Colorado, in 2007. He served as the judge in the SIFT worldwide competition in 2008 in Singapore, and again in the regional competition in 2009 in Shanghai.

He is a member of Shanghai Singapore Business Association in Shanghai, and other international experiences have included a period of study in the US, and his time at both US multinational companies and a Singapore Food Group with operations in Singapore, Taiwan and China. His sons, Alex and Christopher, are also well traveled. While Alex is studying at Cambridge University, his brother followed up his first year at Nanyang University in Singapore with a 900km walk through Spain before moving on to a three week mountaineering expedition in Switzerland, inspired by the RCS's encounter with the TopTo-Top team.



## Club Information

Want to know more about Rotary?  
Visit: [www.rotary.org/en/AboutUs/Pages/rdefault.aspx](http://www.rotary.org/en/AboutUs/Pages/rdefault.aspx)

### Meetings

The Rotary Club Shanghai meet weekly to have dinner together and to hear talks from their guest speakers. The meetings take place at the Hilton Hotel, No.250 Huashan Road (near Yan An Rd.), Shanghai, tel: (+86-21-6248 0000), Tuesday evening from 18:30 to 20:30.

If you are going to miss a meeting, don't forget that you could attend at any other Rotary Club in the world. Look online for more details at: [www.rotary.org/support/clubs/index.html](http://www.rotary.org/support/clubs/index.html)

You could also join a committee activity or make-up online at: [www.rotaryclubone.org](http://www.rotaryclubone.org)

Alternatively, you can come to Tiffin's, on Thursdays at 12:30 at the Pudong Shangri La's Yi Café.

### Contacts

Club Administrator  
Miss Carol Chen  
+86 13916208461, [carol@rotaryshanghai.org](mailto:carol@rotaryshanghai.org)

### The Rotary Club of Shanghai

c/o Messer Griesheim (China) Investment Co. Ltd., 33/F Central Plaza, 381 Huaihai Zhong Rd., Shanghai 200020  
[service-above-self@rotaryshanghai.org](mailto:service-above-self@rotaryshanghai.org)  
[www.rotaryshanghai.org](http://www.rotaryshanghai.org)

### Rotary Club of Shanghai

First chartered on 1st Oct. 1919 as club #545.  
Re-chartered on 8th Feb. 2006 as club #60725 (un-districted)

### Past Presidents

**The Rotary Club of Shanghai**  
chartered 8 Feb 2006  
2009-10 Randal Eastman  
2008-09 Tom Thong  
2007-08 Roger Owens  
2006-07 CC Wu  
2005-06 Lee, Wah Hin, Charter President

### The Rotary Club of Shanghai, (Provisional)

2004-05 Thomas Adaemmer  
2003-04 Dragan Djordevic  
2002-03 Brinton Scott  
2001-02 Ivan Polacek

### Expatriate Rotarians & Friends

1998-01 Randal Eastman

### Honorary Members 09-10

Bill Chiang, Chengdu

### Rotary Statistics

Rotary Clubs - 33,334  
Members - 1,221,880  
Rotaract Clubs - 7,577  
Rotaracters - 174,271  
Interact Clubs - 11,920  
Interacters - 274,160

### Club Statistics

Ladies in our club - 17%  
Nationalities in our club - 19  
Gift of Life Patients - 248  
Wheelchairs distributed to date. - 3000

### Birthdays This Month

9 August-Thomas Adaemmer  
9 August-Chee-Chin Wu

### Officers

**Pradeep Kumar** - President  
[clubpresident@rotaryshanghai.org](mailto:clubpresident@rotaryshanghai.org)  
**Marjorie Woo** - Vice President  
**Tom Kane** - Hon. Secretary  
[clubsecretary@rotaryshanghai.org](mailto:clubsecretary@rotaryshanghai.org)  
**Lilian Tan** - Treasurer  
**Helmut Schneider** - President Elect  
**Henrik Homan** - Sergeant at Arms  
**Randal Eastman** - Immediate Past President

### Directors

**Cathy Hau** - Director Public Relations  
**Nikola Urosevic** - Director New Generations Service  
**Achim Laueremann** - Director Community Service  
**Mark Secchia** - Director Club Administration  
**Ralf Barbian** - Director Funding Resource

### New Generation Clubs

**Rotaract Club of Shanghai**  
**Sarah Farina** - Secretary  
+86 13501638251, [sara.e.farina@gmail.com](mailto:sara.e.farina@gmail.com)

### SCIS (Shanghai Community International School) Interact Club

**Lisa Chase** - President  
+86 15821193664, [lisachase92@yahoo.com](mailto:lisachase92@yahoo.com)

### SAS (Shanghai American School) Interact Club

**Chloe Choi** - President  
[chloe\\_c@hotmail.com](mailto:chloe_c@hotmail.com)

### Measures of Service

Membership growth - from around 65 on June 30, 2010 to around 88 on June 30, 2011  
TRF contribution - Polio plus and annual fund donations above 20,000 USD  
Number of members in Club Leadership roles - more than 25 (40%)  
Every member gets involved in service activities.

## The Four-Way Test 四大考验

Of the things we think, say or do:

1. Is it the truth?  
是真的吗? Shi Zhen de ma?
2. Is it Fair to all Concerned?  
是公平的吗? Shi Gong Ping de ma?
3. Will it build Goodwill and better Friendships?  
是善意的 并促进友谊吗? Shi Shan Yi de - Bing Cu Jin You Yi ma?
4. Will it be Beneficial to all Concerned?  
是对大家有利吗? Shi Dui Da Jia You Li ma?