



The Dragons Editorial Team wishes you a very happy and successful 2015!



Branding is very important for success. In this edition of Dragons Quarterly we show you how to successfully register your brand as a trademark and how Huawei has adopted the importance of branding. But besides focusing on business and results, once a year Dragons Businessclub also supports a charity during our Christmas Charity Event. And we are very pleased to announce that we have succeeded in doing so by raising an amount of €8,006.- for the Chun Pah Association that helps Chinese elderly in the Netherlands. Enjoy reading Dragons Quarterly. If you have any suggestions, please contact us.

Nga Yau Wong, news@dragonsbusinessclub.nl
Editor-in-Chief

How to register a trademark successfully?



By: Nga Yau Wong

Before you can succeed in branding your product or service successfully, you will need to register your trademark successfully. A trademark registration protects against other parties that want to lift on your brand. This articles gives a short introduction on trademark registration for the Netherlands and China.

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Christmas Charity Event 2014: Dutch-Chinese business networking shoulder to shoulder with corporate social responsibility



By: Wanny Chan

Dragons Businessclub held its yearly Christmas Charity event on December 12, 2014, in Rotterdam with more than 125 warm-hearted participants towards corporate social responsibility. A valuable amount of €8006,- was raised for the Chun Pah Foundation in the Netherlands to keep the Chinese elderly society in the Netherlands out of isolation. And inspiring presentations were given by Mr. Jochum Haakma, Professor Peter Ho and Ms. Wilma Huijskes.

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Interview: Huawei, an international brand with local connections and Chinese roots



By: Marleen Spijkman

Why does Huawei adapt its pronunciations to the Dutch language? That was the core question of my conversation with Huawei's communication manager Mr. Richard Spaans at the Dutch headquarter in Amsterdam.

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Social media: Key to success in doing business in China?



By: Wanny Chan

Dragons Businessclub organized an interactive Dragons Cafe event regarding 'Social media' on November 5, 2014, in the floating Chinese restaurant Sea Palace in Amsterdam. Many participants enjoyed interesting presentations from Mr. Jacco Bouw, Mr. Marc de Roo and Mr. Hong Tong Wu followed by a lively panel discussion and a pleasant networking dinner.

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Celebrate the Year of the Goat: 24th of February 2015 The Hague



By: Nga Yau Wong

Dragons Businessclub and Dutch Chinese Chamber of Commerce are organising a chinese New year Event on Tuesday 24th of February 2015. This event will be held at the Crown Plaza hotel in The Hague. Come join us to celebrate the Year of the Goat!

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[Colophon](#) and [disclaimer](#).

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