ETAS China Celebrates Fifth Anniversary

ETAS China, which provides the country’s automotive OEMs and business partners with a comprehensive portfolio of services and individual solutions through its Sales, Support, and Engineering Center in Shanghai, commenced its activities in May 2005.

In celebration of five years of successful operation, the offices of ETAS China, located in Shanghai’s Bank of China Tower in Pudong’s financial district Lujiazui—also known as BOC Tower—were beautifully decorated with intricate Chinese decorative knotting, exquisitely designed ornamental posts, and artfully assembled floral bouquets.

The anniversary event was an all-day affair. In the morning, a series of speeches were given in the meeting room on the 4th floor of the BOC Tower. Dr. Hans Goller, General Manager of ETAS China, delivered a welcome address to around 30 decision makers and executives that also provided information about ETAS China. Dr. Yudong Chen, Executive Vice-President Bosch (China) Investment Ltd., followed up with a speech outlining the relationship and cooperation between Bosch and ETAS, as well as highlighting current automotive market trends in China. Mr. Uwe Hillmann, Vice-President of ETAS, talked about future developments envisioned for ETAS China. Finally, a speech given by Professor Dieter Nazareth focused on automotive engineering trends.

The series of speeches were followed by a buffet lunch at the Banker’s Club on the 50th floor of the BOC Tower. A rich variety of delicious culinary offerings as well as the beautiful scenery on both banks of the majestic Huangpu River provided the perfect setting for a cordial conversation among our guests.

In the afternoon, the participants visited the 2010 Shanghai World Expo. The 2010 Shanghai World Exposition was the 41st World Expo and the first-ever world exposition to be organized in China. It ran from May 1 through October 31. With its theme of “Better City, Better Life,” the Shanghai World Expo has attracted a total investment 45 billion RMB (over 6.6 billion USD). With contributions from 167 nations and 29 international organizations, it was the largest event of its kind in World Expo history.

The participants in the ETAS anniversary celebrations focused on the German Pavilion in Expo Park. The theme of the pavilion was “Balancity.” Wrapped in a silvery membrane, the structure appeared to hover in the air. Rather than resembling a traditional building, the pavilion allowed visitors to embark on a journey through a city of ideas—through thematic areas representing aspects of a better life in a better city. The highlight of the pavilion, captivating the imagination of some 750 visitors at a time, was the live show at the “Energy Source,” the city’s power plant—a cone-shaped structure housing a revolving metal sphere three meters (10 feet) in diameter and covered with around 400,000 LEDs.

Our visitors participated in an interactive activity under the direction of the two virtual narrators “Jens” and “Yanyan,” who later also appeared in person. The metal ball’s internal sensors responded to the noise and movement of the spectators, that is, the more enthusiastic the visitors, the greater the speed and range of the ball’s swing. The environmental protection idea promoted by the “Energy Source” coincides with ETAS’ commitment to energy conservation.

In the evening, our guests enjoyed a banquet in the downtown area in a restaurant with a unique ambience. Besides lively and interesting conversation, they were treated to fascinating performances by local artists.

Commemorating five years of ETAS presence in China, this anniversary was a truly memorable event.