

等方面,爱尔兰提供很多适用的架构供选择。这样的灵活性在航空领域的投资者看来,很具有吸引力。”

安全可靠的食物

在一月份访问天津期间,法国总理曼努埃尔·瓦尔斯称赞中法两国在研发和制造业上的合作伙伴关系,也邀请中国进一步投资法国的杰出领域——“我所指的是熟食、酒类以及乳制品行业,这些行业在中国非常重要,”他说。

瓦尔斯的邀请很合时宜。根据国家质量监督检验检疫总局,中国进口最多的食品是奶制品;在2014年,有29.5万吨液态奶从欧盟出口到中国。

自从2008年爆出新闻指乳制品被加入过多三聚氰胺以提高蛋白质含量,中国消费者对乳制品的信心还没有完全恢复过来。新西兰乳制品巨头恒天然的乳制品被发现含有肉毒杆菌,而其中国产品有可能也被污染。这个消息也加深了消费者对于中国乳制品安全的负面印象。

乌利亚律师事务所驻北京合伙人马福澜(Francisco Martínez Boluda)说,对国内食品安全的担忧是驱动中国投资者投资欧洲食品的原因之一,特别是在乳制品方面。“中国投资者希望产品可以在国外(欧洲)制造,”他说,“而[对食品安全的担忧]也保证这些产品在中国可以成功实现商业目的。”

“法国甚至欧洲对食品安全的要求是很严格的,因此只要符合它们的规定就已经足够通过中国对进口产品的卫生协定,”Smith d’Oria律所的Smith Monnerville指出。

投资奢侈酒类

根据全球领先的酒类展览公司Vinexpo与国际葡萄酒与烈酒研究机构(International Wine & Spirit Research)发布的报告,中国是2013年全球红酒的最大消费国,也是酒类的第五大消费国。在中国消费的酒类超过一半都是国内生产的。

**中国对威士忌的消费量已经放缓,
但仍是高端产品的重要消费市场**

China’s consumption of whisky has slowed, but it remains a significant consumer of high-end products



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“And [food safety concerns] ensure their successful commercialization in China”.

“The French (and European) food safety requirements are so stringent that just following the rules should be enough to pass sanitary agreement for importation into China,” points out Smith Monnerville of Smith d’Oria.

Tipping a glass to luxury libations

According to a report by International Wine & Spirit Research and Vinexpo, China was the largest consumer of red wine and the fifth largest consumer of wine overall worldwide in 2013. More than half of the wine consumed in China is domestic – China ranks second after Spain worldwide in terms of areas of vineyards (nearly 800 thousand hectares), and eighth in terms of production (11.1 million hectolitres) per the International Organization of Vine and Wine – but imports come close behind and dominate in mid- and high-priced wine markets. France continues to hold the largest share of the import market – 38.01% in the first quarter of 2015 according to WineChina.

Cecile Dekeuwer, a partner of D2K Avocats Law Firm in Lyon, says that they have noticed an increase in potential investors in the wine industries, primarily vineyards and bottling. “They basically buy a château [in France], produce here and export back to sell.” Li Chen, a legal consultant of HDC Consulting who collaborates with D2K Avocats, adds that the key driver for Chinese investors into these wineries is gaining a real, made-in-France brand in purchasing the château, “knowing that there are a lot of fakes in the market”.

Knowing the potential risks of and historical best practices of a delicate artisanal product is of utmost importance when there is such a high barrier to market entry. Smith Monnerville cautions, “There are nightmare stories (not concerning Chinese investors) of past crops included in an acquisition ‘going sour’. Great wines need to age and their quality is not necessarily fully known at the time [of harvest].”

Wine may hold perennial allure, however other luxury alcohols also claim investors’ interest. Will McIntosh, the lead partner of the international group at Brodies in Edinburgh, sees increasing attention from Chinese investors in the high-end whisky market in Scotland. “China’s consumption of whisky has slowed, but it remains a significant consumer of high-end products,” he says. “With production ramping up within the industry and a number of new independent distilleries coming on line, there have been expressions of interest from a number of Far Eastern players, including from China.”

“The biggest issue is Chinese investors’ relative unfamiliarity with the Scottish market,” McIntosh notes.

Figures from the Scotch Whisky Association reveal that China was the 26th largest market by value (US\$59.6 million) in Scotch whisky sales in 2014; however the association noted that China was the final destination for many of the products exported to the third-largest market, Singapore (US\$307 million). As reported by the BBC, imports in both countries were lower in 2014, which the association blamed on the austerity and anti-corruption campaigns in China.

Fashionable foothold

China continues to be a strong market for clothing consump-