



EUCMA Monthly Info Letter

September, 2010

EUCMA Photo Contest "Impressions" Second Edition - Deadline Extension by October 31st, 2010

Please be reminded for the ongoing Photo Contest "**Impressions**". We are glad to announce that the deadline to send your photos has been extended with one more month. So the new deadline is by **31st October, 2010**. Thus you have two more months until when you can send your piece of art.

Hurry up to shoot your best photo in the category "**Stereotypes**" and send it to us. All details as mentioned below. You can also have a look at last year winners on page 2.

The best 50 pictures will be exhibited in the second EUCMA photo exhibition and the best 3 pictures will be awarded with a special prize in a dedicated ceremony in December 2010.

All these 50 pictures will gain the honour and right to be included in a promotional EUCMA photo collection and to become part of live exhibitions in various cities in China and in Europe.

The category this year is "**Stereotypes**" and again will give opportunity to the participants, both in China and in Europe, to capture moments of "cross cultural amazement". **What is a Stereotype?** It's a standardized and simplified idea of other cultures and people based on some prior assumptions.

The challenge this year for all EUCMA members is to look through their own eyes (in 2009 - through the opposite eyes) and discover familiar stereotypes that often are overlooked and underestimated as being a mere prejudice, but sometimes they quite well reflect the true reality, the different life perceptions and values in the various cultures.

To capture, describe and make fun of stereotypes through you pictures is the first step to overcome them and reach a deeper and mutual understanding of each others culture.

"Impressions" Background & Description behind "Stereotypes"

The different lifestyles and foods, cultures and languages, have always inspired people to deeply explore foreign lands and nations to an extent that they would be able to naturally sink into these and find it no more an obstacle for travelling abroad, for doing business beyond boundaries or simply for building true friendships.

Being an intercultural business association bridging the West and the East, EUCMA has a double reason to look beyond the EU-China differences in these areas and by capturing the details to overcome the stone walls. Although it might sound a cliché, the truth that One Picture Values More Than Thousand Words explains well the purpose of this initiative. In other words: based on a personal experience to understand each other through pictures.

Please note all relevant info for the EUCMA Photo Contest below:

Theme:	Impressions
Category:	Stereotypes
Who can participate:	EUCMA members
How can I participate:	Each participant is encouraged to send maximum 3 (three) photos
Technical specifications:	Minimum 5 mg pixels camera
Photo code:	1. Name of author 2. Place & Date of taking the photo 3. Caption or title of photo is optional (English and/or Chinese)
Rules:	1. The work should be personal! 2. No offensive content! 3. Participants grant all rights on their photos to EUCMA!

Deadlines:

Submitting the photos: **31st October 2010**
Pre-selection by professional jury: **15th November 2010**
Photo Award Ceremony and Celebration: **December 2010**

To participate in the Photo Contest, please send your work (max 3 photos) via E-mail to: impressions.eucma@gmail.com

EUCMA Photo Contest "Impressions" Sponsorship

There is also another way you can participate and support us in organizing this charming photo exhibition: you can do so by helping EUCMA finding sponsors or being one of them in exchange of gaining the great opportunity to promote your company.

The sponsorship opportunity is also open for EUCMA and non-EUCMA members.

If you are interested please contact us at e-mail:

info.eucma@gmail.com

EUCMA September Get-Together

We are glad to inform you that EUCMA Get-Together meetings are being renewed after a holidays season for most of us in the past few weeks. Refreshed and re-inspired EUCMA members are ready to meet some new and old friends and update each other on recent business challenges. Have a look to see what is going to happen in this month:

Beijing, 10th Sept., 2010, Friday

We are pleased to inform you that on Friday, 10th September, Beijingers renew their get-together. The best way to get to know each other networking within a friendly and casual environment.

Snacks and special discount on drinks will be provided along the evening. In addition, for those of you who are keen on music and moreover - would like to perform their musical skills, **a piano and a guitar will be available at the venue!**

Join us to enjoy a great evening together!

Time: from 19:00 onwards

Location: **Nearby The Tree** - Restaurant & Bar

Address: 32A Sanlitun Bar Street Xi Jie, Chaoyang District, Beijing
树旁边酒吧 北京市朝阳区三里屯酒吧街南33号院内 - (雅秀后侧电话局旁)

Phone: 010-64131522 / 87

Web site: <http://nearbythetree.com/>

Map: <http://nearbythetree.com/map>

Contact person: Engles Martini, METP 5 englesx@gmail.com

EUCMA LinkedIn Group

EUCMA LinkedIn recently counted its 250th member in the group. If you are already in, please feel free to share with us events, business opportunities and topics of common interest. For those of you who still only heard about it, hurry up and sign up to the EUCMA LinkedIn Group. Connect with other EUCMA fellows and meet many of those whom you have not met in person in the past.

Newsletter "Connect" - Jointly Issued by METP & EUCMA

EUCMA has started preparing and collecting articles for the next 2010 autumn issue of "Connect". If you have something to say and you want it to be heard by many, EUCMA Communication team will be glad to receive your author work at info.eucma@gmail.com.

What is your opinion about the EUCMA Info Letter? Would you like to improve it? Please send your suggestions to info.eucma@gmail.com

Visit us at www.eucma.org



2009 Photo Contest First Award "Cross Generation Amazement"
by Philippe Comolet-Tirman, METP3



2009 Photo Contest Second Award "The Only Way to Mona Lisa"
by Han Qiang, METP2



2009 Photo Contest Third Award "Chinese siesta"
by Aurelija Kvietkauskait, METP4

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