

STOXX

VOL 3/ISSUE 1 – SPRING 2014

PULSE

人民英雄纪念馆

STOXX "SHI TUO"

THE INDIAN INVESTOR

STRONG BALANCE SHEETS

LOW RISK STRATEGY

STOXX LAUNCHES CHINESE VERSION OF ITS NAME



THE BEGINNING OF
WISDOM IS TO CALL
THINGS BY THEIR
PROPER NAME.

CONFUCIUS



SHIRLEY LOW
STOXX Ltd.

The conversion of a name from one language into another is a new creation of the same identity. There has to be melody and music that helps the name enter the memories of those who speak the language.

STOXX Ltd. this month launched the Chinese version of its name, a process that has not only allowed us to deepen our impact in one of the world's biggest and most important financial markets but also to give thought to what the business of indexing means in a country and a language that is infinitely different from English.

STOXX Pulse spoke to two people – Shirley Low and Marianne Frieze – who took on the task of finding an identity for STOXX in Chinese. Shirley Low is head of Asia/Pacific for STOXX Ltd. Marianne Frieze is head of Marianne Frieze Consulting GmbH, a firm that helps companies find Chinese names. She has helped nearly two dozen companies and brands find Chinese names, including the world famous German party drink Jägermeister.



SHIRLEY LOW

YOU CAME UP WITH THE VISION THAT STOXX NEEDED AN IDENTITY IN CHINESE? CAN YOU TELL US WHAT YOU HAD IN MIND?

STOXX hired me in 2011 to set up its Asia team. And right at the start of my career at STOXX, I knew the company needed a meaningful version of its name in Chinese that symbolized the company's value and mission in one of the world's largest and upcoming financial markets. Also, I wanted a name that would have simple Chinese characters that are easy for people to recognize and remember. I have seen a few foreign companies that have entered Greater China with such difficult characters that people in China cannot recognize these characters. These companies failed to etch their brand and identity into the memories of Chinese people. So that was definitely something I wanted to avoid.

WHAT WERE YOUR THOUGHTS REGARDING WHAT THE CHINESE NAME OF STOXX SHOULD LOOK LIKE AND SOUND LIKE?

With the first vocal of "ST", a few characters came to my mind. One of my favorites was "Shi" 勢, which signifies momentum and power and embodies the spirit of STOXX.

As a keen reader of the Sun Tze's "Art of War", I favored 勢 - momentum - as Sun Tze devoted one chapter in his masterful book to Shi and it shows how important this character (勢) is. This word has a deeper meaning if you look closer at the different signs that it is made up of. 才 - talent or human capital - is very important to our company and our values. We nurture and develop our human capital as we believe that our people will raise the company to a different global level. 力 - effort - signifies the passion to enter new territories and the hard work and effort needed to put together a global and

diverse team. Therefore 勢, with its profound meaning, has a firm footing in our Chinese name.

AND WHAT ABOUT THE SECOND CHARACTER?

With the first character fixed, the second character had to sound like an O. "Tuo" 拓 came immediately to my mind to signify STOXX's Asia team as a pioneer in the Asia/Pacific region. As the first team of STOXX in Asia, we need to constantly innovate to enter into this new market successfully. If we do a more in-depth analysis of tuo" 拓, 才 - again emphasizes human capital and suggests that only if we work together as a strong team will we move 石 - rocks.

Combined with the first character 勢, this gives us a strong momentum in innovation and exploration, which is the spirit of STOXX. And with this strong spirit and sense of innovation, we aim to bring investors in this region many global and local investment innovations in the future.

STOXX LAUNCHES CHINESE VERSION OF ITS NAME





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拓

MARIANNE FRIESE

WHAT IS SO DIFFERENT ABOUT A NAME IN CHINESE RATHER THAN A NAME IN SAY ENGLISH OR GERMAN?

It is like earth and sky, the difference. In English you have names like Peter, Janet. But in Chinese there are no names like that. You have to choose characters, which convey the meaning of a word – such as heaven, beauty or water – to create a name. Most given names in Chinese have one or two characters and family names generally have one character.

So, for example, it is hard for a Chinese person to comprehend that there are thousands of Janets in this world.



MARIANNE FRIESE
Marianne Frieze Consulting

SO GOING FROM THE NAMES OF PEOPLE TO NAMING COMPANIES? IS IT A SIMILAR EXERCISE?

Let me explain with the name of STOXX. In a Chinese context, STOXX is an artificial name. The sound of the word stock or stocks does not apply or have meaning in Chinese. Hence, the most important aspect in creating a Chinese name for STOXX was to find a name that reflects the spirit and mission of the company and at the same time this spirit and mission can be conveyed by Chinese characters that are meaningful, resonant and melodious. And each character is pronounced differently in different parts of China. Hence the written name becomes critical because Simplified Chinese, the written form, is the uniform written language of the country.

So to find a name for STOXX, which was done by our team in China, we had to find in those 20,000 or so characters a name that was not too obvious, that was unique but also simple enough to be memorable. To find a good balance between these parameters is the hardest part of the task.



HENCE, THE MOST IMPORTANT ASPECT IN CREATING A CHINESE NAME FOR STOXX WAS TO FIND A NAME THAT REFLECTS THE SPIRIT AND MISSION OF THE COMPANY

MARIANNE FRIESE

HOW DID YOU FIND THAT BALANCE?

What we did at first was to look at the competitive environment, who the players were in this sector in China, whether they use dual names etc. Such a check gives you an idea of what characters to avoid and also gives you an understanding of what kind of business environment exists for the company identity-wise in China.

After this exercise we came up with a list of about 100 names.

Then we clustered the names into groups of names that showed similarities. And from these clusters we came up with a final list of about four names. From the 20,000 characters to the list of 100 to the final two, the process involved talking to men, women, bankers, writers, Chinese literature experts, Chinese people living in China, Hong Kong and abroad, and many others to get their input and opinion on names. Finally, it was mission critical that the name can still be registered in the respective categories. Hence, we did quite extensive pre-checks on this matter before submitting any suggestions.

In the end, STOXX was pleased with the final list of four we suggested. STOXX was very actively involved in the process by checking with key contacts in China on their preferences regarding the names we suggested. Of course, STOXX was with us all the way, offering its input and ideas to the search for the name. Creating a Chinese name is a great project to deliver – it takes experience and smarts from our end and good cooperation and trust from the client's side. <<