I believe container time is tied to the host node's time. So you can't really change it. The only thing you can change is the timezone. The best way to do that is to:

ln -s /usr/share/zoneinfo/{desired-timezone} /etc/localtime

I guess your provider doesn't have the host node syncing time with an ntpd server. If it was, your time would be correct.

I found one wiki article on time:

http://wiki.openvz.org/Timezone

It really is trying to solve a different problem... where your hardware node time is correct and configured with the desired timezone... and OS Templates that were pre-configured with different timezones and you want to make them all the same. It is just fine to have them different if desired.