



CHIMPORT 2013 Expo Sept 26-28 2013



China Sales Expansion Opportunity

Challenge:

Differentiating your product in China and most of Asia is challenging to say the least. Even the best-made and chosen products producing happy customers overseas are not guaranteed success in China. Finding the right distributor and having the proper connections is essential. Those who have found distributors inside China often find them to be chaotic, with out any organization nor planning.

HCEA Solution:

HCEA is finding the right distributors, resellers and partners for our clients. HCEA is located in Hong Kong with offices in Mainland China. HCEA has been building the right business connections inside Mainland China for over 10 years and are in the perfect position to help your company expand its market into Asia. We bridge the language and cultural gap by employing well-chosen bilingual individuals who chose to live and work in China.

CHIMPORT Expo

Opportunity:

HCEA has chosen to represent our customers at the first distributor based fair in Mainland China to showcase imported products to be sold inside Mainland China: **CHIMPORT 2013 World Brands China Import Fair, Guangzhou, September 26-28** (<http://china-import-fair.com>).

The market in China is more accessible than ever before. The Chinese consumers are painfully aware of defective products made in China sold inside China. For one example please read more on [baby formula](#) made in China. It is estimated that the middle class in China is now more than [300 million](#) - already larger than the entire population of the United States. Now is an exceptional time to start distribution your products in China.

CHIMPORT Expo

CHIMPORT 2013 World Brands China Import Fair:

Exclusively dedicated to distributors inside China looking for products to import. 2350 distributors and resellers have been personally invited. As of the end of June over 1,500 have confirmed they will attend. Please see the CHIMPORT details in page 11-14 of the PPT.

Franchise Expo

The 27th China (Guangzhou) International [Franchise Expo](#) at the same time and same place.



CHIMPORT Expo

- In addition, HCEA has arranged for two other important services companies to also be displaying at our pavilion. Each of the HCEA clients may work directly with these 2 companies if they choose to. Those parties involved will arrange any monetary compensation.
- Legal: Legal representation focused on China law and legal to work in China will be available to our clients in order to help them start negotiations, draft contracts and accelerate your business in China in various other ways.
- Logistics: An international logistic company will be available to provide consultation and implementations of a logistics plan in order to best ship your products into China.

Option Basic

Representation in the “HCEA catalog 业务关系”

HCEA will represent your products at CHIMPORT 2013 World Brands China Import Fair, Guangzhou, September 26-28 via our “HCEA catalog 业务关系”. You will have ONE FULL PAGE to advertise your products in the “HCEA catalog 业务关系”. In this advertisement we will include your company contact information, overview as well as product photos and descriptions. You will be required to provide these to us by August 26th, 2013. HCEA representatives will design, print and distribute 5000 of these catalogues. This catalogue will be distributed in three places:

1. In the HCEA Trade Booth Pavilion
2. On the floor of the CHIMPORT 2013 World Brands trade show
3. On the floor of the “Franchise Expo (CGIFE)”. This fair is in the same building on the same days at the CHIMPORT fair.

Option Trade Booth Display

Representation HCEA Trade Booth Pavilion with Product Samples

- 1.HCEA Representatives will represent your products, as displayed in the HCEA Booth Pavilion at CHIMPORT 2013 World Brands China Import Fair, Guangzhou, September 26-28.
- 2.HCEA will design and arrange displays for your product samples within the HCEA Trade Booth Pavilion.
- 3.The HCEA Representatives will actively show and explain your products and “HCEA catalog 业务关系” information to potential distributors, resellers, partners, etc.
- 4.The HCEA Representatives will provide your contact information as displayed in the “HCEA catalog 业务关系” to any interested parties.
- 5.During the trade show HCEA Representatives will obtain the interested parties of your products contact information and provide it to you.
- 6.With your approval, after the show, HCEA will also arrange the distribution of your samples to the most qualified distributor of your products we met during the trade show.
- 7.Representation in the “HCEA catalog 业务关系” (Included From Option Basic)**

Option Exclusive Representation at the CHIMPORT Fair – Page 1

HCEA will provide a dedicated bilingual sales representative to exclusively promote your products. (Bilingual will include: Mandarin Chinese and English or other language depending on your needs).

- 1.Pre Fair: 1-3 hours pre-meeting with your company the HCEA Sales Representative
- 2.This representative will exclusively promote your products.
- 3.You can choose to provide any fliers or other documents for this representative to use.
- 4.During the fair the HCEA Sales Representative will work both the HCEA Trade Booth Pavilion with your product samples and also, when advantageous to sales, the fair floor, outside the fair etc.
- 5.The representative will be prepared to share pricing with potential distributors, resellers, partners, etc. and any other company or product information you provide.
- 6.The representative will be able to negotiate contracts, memorandums of distribution and pricing.

Option Exclusive Representation at the CHIMPORT Fair – Page 2

7. The HCEA Representatives will actively show and explain your products and data sheets to potential distributors, resellers, partners, etc.
8. The HCEA Representatives will provide your contact information as displayed in the “HCEA catalog 业务关系” to any interested parties.
9. During the trade show out HCEA Representatives will obtain the interested parties of your products contact information and provide it to you.
10. With your approval, after the show, HCEA will also arrange the distribution of your samples to the most qualified distributor of your products we met during the trade show.
11. Post Fair: 2-3 hour debriefing with you and the representative.
12. HCEA **Representation in the “HCEA catalog 业务关系” (Included From Option Basic)**

Pricing

Option Basic: \$685 USD

- Representation in the “HCEA catalog 业务关系” One FULL PAGE on the catalog. 5,000 will be designed, printed and distributed

Option “Trade Booth display”: \$1,580 USD

- Representation HCEA Trade Booth Pavilion with product samples
- Representation in the “HCEA catalog 业务关系” One FULL PAGE on the catalog. 5,000 will be designed, printed and distributed

Option Exclusive Representative – Option A :\$1,935 USD

- Dedicated HCEA Sales Representation at the CHIMPORT fair
- Representation in the “HCEA catalog 业务关系” One FULL PAGE on the catalog. 5,000 will be designed, printed and distributed

Option Exclusive Representative with display – Option B: \$2,880 USD

- Dedicated HCEA Sales Representation at the CHIMPORT fair with booth display
- Representation HCEA Trade Booth Pavilion with product samples
- Representation in the “HCEA catalog 业务关系” One FULL PAGE on the catalog. 5,000 will be designed, printed and distributed

CHIMPORT Attendees (1/4)

1) Business Associations

Target: 50 Associations (Focused on Guangdong) / Confirmed: (35 Associations)

1. Canton Enterprise Import & Export Chamber of Commerce
2. Guangdong Chamber of Commerce of Importers
3. Shenzhen Food Industrial Association
4. Guangdong International Freight Forwarders Association
5. Guangdong decoration industry Association

2) Importers & Representatives

Target: 2,000 companies (All Over China) / Confirmed: 1,300 companies

1. Hemaiheda
2. Tsit Wing Company Limited
3. GuangZhou South Africa Valley CO.,Ltd
4. Free as the wind Imported Food
5. T-Mark (Trading Company)

CHIMPORT Attendees (2/4)

3) Shopping Center & Supermarket

Target: 80 companies (Focused on Guangdong) / Confirmed: 47 companies

1. Ole'
2. Vanguard
3. PARKnSHOP Taste
4. Sasa
5. Aeon Mall
6. GrandBuy

4) National Bonded Area *Target: 15 Zones (All Over China) / Confirmed: 7 Zones*

1. Ningbo Imported commodity trade market
2. Zhuhai-Macau Cross Border Zone Imported Commodity Street
3. Dongjiang Free Trade Port Zone of Tianjin
4. Guangxi Qinzhou Free Trade Port Area
5. Guangzhou Free Zone Imported Wines

CHIMPORT Attendees (3/4)

5) Import Commodity Exhibit & Trading Center (direct sales channel)

Target: 10 Centers (All Over China) / Confirmed: 8 Centers

1. Yiwu Imported commodity Mall
2. Shenzhen Jingmao Imported commodity Center
3. Shenzhen Wanguo food trade center
4. Guangzhou International Sourcing Centre

6) Investors

Target: 200 companies (All Over China) / Confirmed: 120 companies

1. Zefei
2. Yunyue
3. China Merchants Bank

CHIMPORT Attendees (4/4)

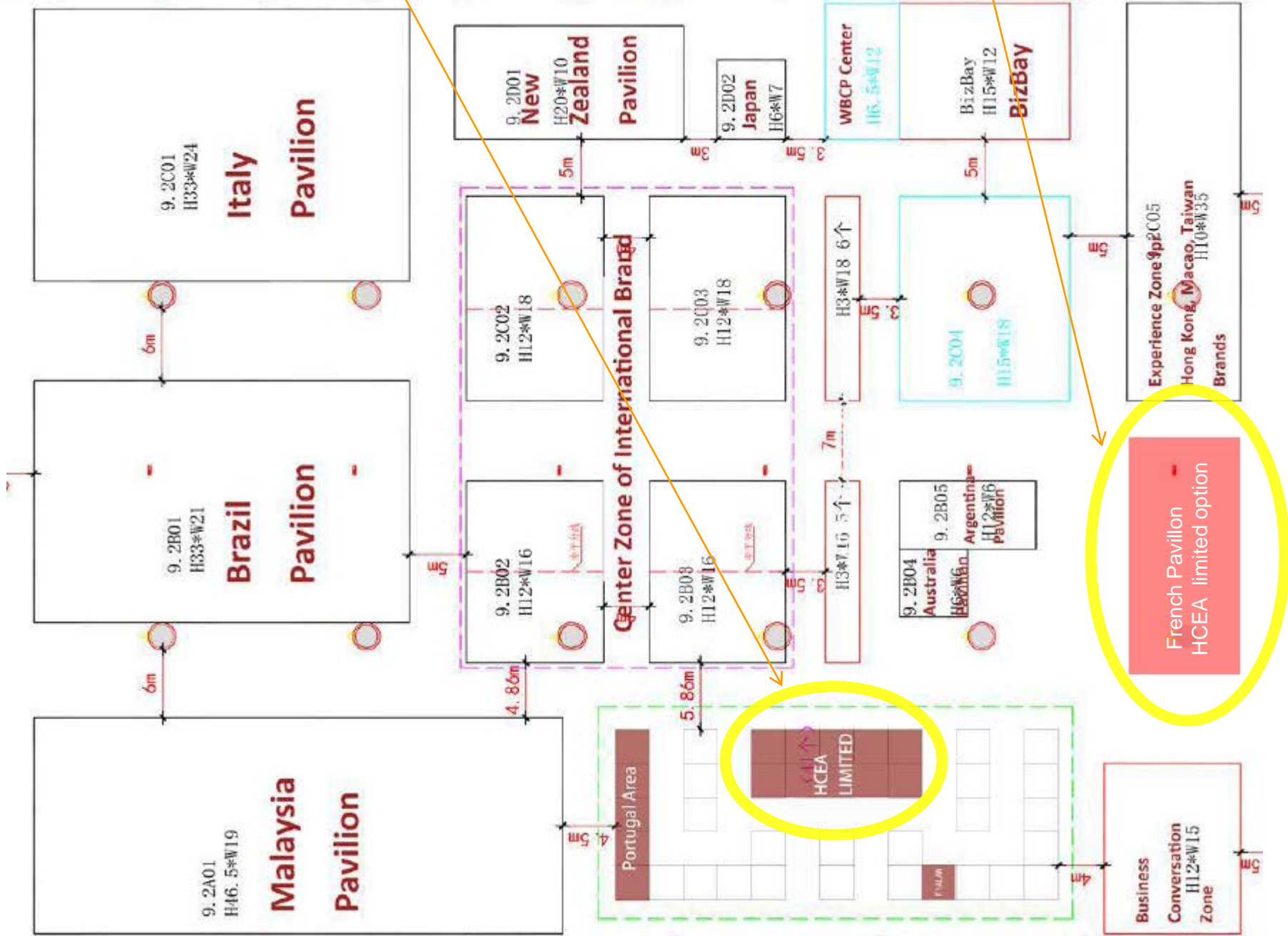
7) High-end Consumer

Public announcement (All Over China)

1. The Owner of High-End Residential
2. Senior Member
3. High-End Catering Group General Manager

8) Government Recommendation

In August 2013 the Guangdong government & Guangzhou government will send invitation letters to all valued visitors in Guangdong.



French Pavilion
HCEA limited option

Contact HCEA

HongKong - Headquarters
HCEA Limited
3/F, No.3, Tei Po New Village, Lot No.382D.D5
Tung Chung, N.T.Hongkong
www.hcea.asia

Tel : +852 6736 4001
Mob : +852 5167 6356
Email : contact@hcea.asia

Shanghai - Representative Office
Mob : +86 1352 436 5509
Email : marketing@hcea.asia

