

业务关系

Yewu Guanxi: Professional Relationships

Challenge: Differentiating your products in China and most of Asia is challenging to say the least. Even the best-made and chosen products with an established customer base 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, without neither 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 (even trilingual) individuals who chose to live and work in China.

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. The **CHIMPORT 2013 World Brands China Import Fair** is 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 1500 have confirmed they will attend. Please see the HCEA CHIMPORT PRESENTATION for more details.

HCEA has arranged to setup a Trade Booth Pavilion at the CHIMPORT fair (26-28th SEPTEMBER 2013) dedicated to promoting INTERNATIONAL BRANDS. As a non-completing brand of our other clients we are pleased to invite you to join us at the show in order to increase your market share in China. Please see the HCEA offerings below.

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 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 to China.

EXHIBITION AND PROMOTION OFFERS: 3 OPTIONS

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 31st, 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

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.

1. HCEA will design and arrange displays for your product samples within the HCEA Trade Booth Pavilion.
2. The HCEA Representatives will actively show and explain your product samples at the HCEA Trade Booth Pavilion and in the “HCEA catalog 业务关系” information to potential distributors, resellers, partners, etc.
3. The HCEA Representatives will provide your contact information as displayed in the “HCEA catalog 业务关系” to any interested parties.
4. During the trade show HCEA Representatives will obtain the interested parties of your products contact information and provide it to you.
5. 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.

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Option Exclusive Representation:

Dedicated HCEA Sales Representation at the CHIMPORT fair

1. HCEA will provide a dedicated bilingual (or trilingual) sales representative to exclusively promote your products. (Bilingual will include: Mandarin Chinese and English or other language depending on your needs).
2. Pre Fair: 1-3 hours pre-meeting with your company the HCEA Sales Representative
3. This representative will exclusively promote your products.
4. You can choose to provide any fliers or other documents for this representative to use.
5. During the fair the HCEA Sales Representative will work both inside the HCEA Trade Booth Pavilion with your product samples and also, when advantageous to sales, the fair floor, outside the fair etc.
6. The representative will be prepared to share pricing with potential distributors, resellers, partners, etc. and any other company or product information you provide.
7. The representative will be able to negotiate contracts, write memorandums of distribution and discuss pricing.
8. The HCEA Representatives will actively show your product samples if you provide them, introduce your company and your products, as well as, share any collateral you provide such as data sheets to potential distributors, resellers, partners, etc.
9. The HCEA Representatives will provide your contact information as displayed in the “HCEA catalog 业务关系” or in the collateral you provide to us to any interested parties.
10. During the trade show the HCEA Representative will obtain the interested parties of your products contact information and provide it to you.
11. 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.
12. Post Fair: 2-3 hour debriefing with you and the representative.


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:

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ADDITIONAL WEBISTE PROMOTING TOOL:

Website: A new WEBSITE for display your company and product to china business actor will continue by our presence on the website:

-  www.业务关系.com (china version)
-  www.yewuguanxi.com (English and other language)

For strategic marketing, this website will open in the morning of the fair

PLEASE RETURN the FORM following before WEDNESDAY AUGUST 31st to confirm the presence of your product. (After August 31st please contact us directly at marketing@hcea.asia)

COMPANY DETAIL / PROFILE:		PRODUCTS: Will you personally attend?
NAME of COMPANY: DIRECTOR IN CHARGE OF EXPORT: ADDRESS:		
EMAIL:	WEB SITE:	
TELEPHONE/VIBER:	SKYPE:	

EXHIBITION AND PROMOTION OFFER:		<u>UNIT PRICE</u>
Option Basic: <ul style="list-style-type: none"> Representation in the "HCEA catalog 业务关系" ONE FULL PAGE on the catalog. 5,000 will be designed, printed and distributed 	<input type="checkbox"/>	\$685 USD
Option Trade Booth Display: <ul style="list-style-type: none"> 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 	<input type="checkbox"/>	\$1,580 USD
Option Exclusive Representative – Option A: <ul style="list-style-type: none"> 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 	<input type="checkbox"/>	\$1,935 USD
Option Exclusive Representative with Display – Option B: <ul style="list-style-type: none"> 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 	<input type="checkbox"/>	\$2,880 USD
<u>Additional:</u> <ul style="list-style-type: none"> 1 year of presence on the website www. 业务关系.com Promotional Banner Displayed at the HCEA Trade Booth Pavilion Presence on COVER PAGE (as available) or Supplement PAGE(S) (number:.....) 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	240 USD 310 USD 415 USD
Please Choose one option and any additional. Enter the total here:		

PLEASE transfer ⁱ to (for validate the ORDER) : ACCOUNT NAME : HCEA LIMITED ACCOUNT NUMBER : 168 741643 838 BANK NAME : HSBC Hong Kong SWIFT Address : HSBCHKHHHKH BANK Address : 1, Queen's Road Central, Hong Kong	SIGNATURE AND DATE :
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ⁱ Please send your proof of payment with this form signed