



China Trade Centers

Helping The Best of  
Chinese, American, and  
European Factories  
Enter New Markets

# China Trade Centers-Helping The Best of Chinese, American, and European Factories Enter New Markets

*As global economies slow down, the demand for low-cost China made products increase.*

*However, safety and quality issues have been huge problems.*

*In fact, American and European products have higher perceived quality in China.*

On September 27, 2008 Premier Wen Jiabao vowed to ensure the "Made in China" brand is safe. This was in response to the latest wave of unsafe products causing loss of consumer confidence world-wide.



China Trade Centers will support the efforts of the Chinese government with a new website [www.SafeMadeInChina.com](http://www.SafeMadeInChina.com) to be opened in 2009.

At the same time, we will promote American and European products in China both physically and online at [www.SafeMadeInUSA.com](http://www.SafeMadeInUSA.com) and [www.SafeMadeInEurope.com](http://www.SafeMadeInEurope.com).

In fact, we already have an Instant Showroom available in Shenzhen, right across from Hong Kong. It is a 30,000 square meter permanent showroom in the newly constructed China South City complex. The complex has planned construction area of more than 2.2 million square meters.

With our Instant Office & Showroom Services-we act as the manufacturers' USA or China offices and staff at less cost and effort so they can "test the waters" first before investing in a local office.

Professional local staff will be assigned to translate marketing materials, distribute them, and handle inquiries from prospective buyers

## China-Manufacturing Center of the World

China is now the top manufacturing center of the world; with over 1,000,000 factories. However, there is a lack of detailed printed or online directories. This makes it hard for foreign buyers and suppliers to find and target specific factories. There are existing private and government-run online directories based in China. None are American owned.

## Importance of Factories in China

- Factories are the main driving force behind China's explosive growth
- They are major employers, and buyers of raw materials, machinery, and energy
- The owners and managers have major influence on their large circle of employees and peers-many millions of people



## Quality Factories in China Need Help

- *Break out of the crowd in China so foreign buyers can find them*
- Build online presence and websites
- Set up instant branch offices in the USA without the expense and time
- Set up E-commerce systems for B2B or B2C sales
- Get into new markets and push their products in the USA and worldwide
- Adapt their company and products for American and European consumption
- Service existing and new customers in the USA and Europe



## China Trade Centers

### Helping American & European Exporters

Our goal is to promote two-way flow of trade. We will help American and European businesses find and target Chinese factories to sell to. Our Instant Showroom service in China will help them enter the huge Chinese market, without the expense and effort. We will provide many business services as well as access to our factories database, and website directory. We can also help them adapt to the Chinese way of doing business.

### New York-Top Financial Center & More

New York City is amongst the leaders in finance, advertising, news, tourism, culture, etc. Many of the largest companies in the world have offices here. The large local Chinese community will make it easier to attract companies from China.

### Other China Centers in New York City

There have been attempts to build China business centers in New York. Most have not done well because they have not shown benefits to attract Chinese businesses, or are not designed for long-term relationships.

### Why China Trade Centers Will Succeed

- *We will focus on developing three way flow between China, America, and Europe*
- *To break out from the crowded online directories, we will concentrate only on factories that meet quality standards and guidelines to ensure safe products- www.SafeMadeInChina.com, etc.*
- *We combine & offer the best of online and brick-and-mortar services*
- We are locally based, and our executives are extremely dedicated to this project
- We have a confidential database of almost 1,000,000 factories in China to jump start our marketing campaign
- Synergy of China Trade Centers with

our websites: [www.FactoriesInChina.com](http://www.FactoriesInChina.com), and [www.SafeMadeInChina.com](http://www.SafeMadeInChina.com), and many other domains in our portfolio.

- Creation of local trade shows and active participation in large trade shows
- In-house displays and showroom for products from member factories
- Active involvement in transactions
- Support of government agencies
- Support of partners and sponsors
- Availability of Factories in China database and free help for American and European businesses to find and target Chinese factory buyers for export sales
- **Multiple revenue sources** decrease dependence on uncertain market conditions
- We offer real benefits for members and users of our website
- Strong team of experienced and specialized managers who can turn on a dime to take advantage of opportunities
- We will have a dedicated marketing and sales team just to sign up and service new customers and members

### China Trade Centers Will Offer:

- Proven marketing methods to help Chinese, American, and European factories break into new markets
- One stop business service center
- Instant Office and Showroom Services
- Local trade shows
- In-house displays and showroom
- Assistance with attending other trade shows in China or the USA
- Professional staff to assist in travel, translation, legal, design, and other business needs of visitors
- Building online presence and website design consultation
- Setting up E-commerce systems for B2B or B2C sales
- Escrow service for safe transactions



## China Trade Centers

### The Team and Experiences

- Sales and Marketing Management
- Media Sales and Design
- Advertising and Promotions
- Direct Marketing
- Import and Distribution
- Mail Order Sales
- Internet E-commerce
- Trade and Entertainment Shows
- Customer and Member Services
- Computer Networking
- Real Estate Sales and Rental
- Government Liaison with extensive relations with top-level national and regional government officials in China

### [www.FactoriesInChina.com](http://www.FactoriesInChina.com)

- 100% owned and run by American residents living in New York City
- Basic level members will be allowed to list buy offers and company information.
- **Premium Silver or Gold level members must be qualified as Safe suppliers before being allowed to offer products for sale.**
- Our online directory makes it easy for factories to market their company and products like the Yellow Pages
- Capacity for banner and other types of advertising
- American and European businesses can find specific factories to buy from
- American and European suppliers can find and target potential customers for their products and services
- Website is fully tested with over 10,000 companies listings
- Capacity for millions of members
- Full marketing will begin in early 2009

### Our business vs. Alibaba.com

**(#1 Factory directory website in China-IPO in HK valued the company at \$25.7 B)**

- **We have multiple sources of revenue-membership fees, instant offices,**

**online website services, marketing services, trade shows, advertising, sponsors, escrow transactions, etc.**

- Only factories that meet quality standards and guidelines will be allowed to offer products for sale
- We will work with both Chinese factories, American and European businesses
- Our Instant Office service act as branch office departments for our clients
- We offer a complete line of business and professional services
- We will jump-start by working from a large database, and not having to start from scratch

### Database of 979,862 Chinese Factories

We have obtained a confidential and current listing of almost 1,000,000 of the top factories in China. We will use this database to conduct our own marketing campaigns for membership drives and other services.

We are currently converting the data for uploading into the [www.FactoriesInChina.com](http://www.FactoriesInChina.com) directory in spring 2009. This directory will be available for public access through our website. We will also rent customized targeted lists to help businesses design their marketing campaigns.

### Safe Made In China Products Local Trade Shows

Factories and suppliers will be able to exhibit or just display their products and services at our local trade shows that are planned for regular intervals, here in New York City. Our goal is to do these on a monthly basis. We can provide our staff if they do not want to send their staff over.

### Trade Show Assistance and Participation

We plan to exhibit at large trade shows in China and the USA, along with our sponsors and members. Later on, we plan to lease a



## China Trade Centers

large block of booths and host a show within the show, just for our members. We will also assist members that wish to exhibit at other shows in China and the USA.

### **Instant Office Services**

Members can have us act as their branch of office in the USA or China. We can communicate with and service their customers for them, without the expense and hassles. Marketing and sales departments can also be set up. When they're ready, we can also help them set up their own local offices.

### **Instant Showrooms (USA)**

Our staff can act on behalf of Chinese factories in our own showrooms. They can have a presence here without the expense and hassles of opening a branch office. Samples can be shipped here and displayed in our showroom and we can respond to inquiries from local buyers. Samples will be rotated and we can also sell them online afterwards.

### **One Stop Service Center**

Our professional staff will be available to assist factory visitors with travel arrangements, translation, legal, design, and other business needs.

One of the main concerns of visitors is the feeling of being lost in a big city. We will make them feel at home by helping them with their arrangements for food, entertainment, transportation, shopping, etc.

### **Training and Hiring Local Staff- Job Creation**

We will train and hire staff from the large local Chinese community. Since we initially need a mostly Chinese speaking staff, we can hire new immigrants or college students. These will be for our sales, customer ser-

vice, and technical support. We plan to also hire from the mainstream workforces.

### **Proven Marketing Methods**

Our management team consists of veterans in advertising, and marketing campaigns and methods. Many Chinese factories have difficulty breaking into new markets because of their lack of understanding and experience of the culture and language in America.

### **Online Presence and Websites**

We can help factories set up Internet websites and sales channels to directly deal with their B2B or B2C customers. Their international image can be improved with even just a simple website.

### **B2B or B2C Sales and Representatives**

We can help factories set up systems for direct sales to other businesses or consumers. We will offer escrow accounts to provide a safe trading environment for both the buyer and seller.

### **Direct Benefits To New York City:**

- Training and hiring of new immigrants
- Hiring from mainstream workforce
- International exposure drives tourism
- Increase in local tourism from trade show attendance
- Additional trade activity through us
- Factories opening local branch offices after we help them get started

### **Additional Offices in the USA and China**

We plan to open branch offices in other major cities in the USA and China. These will have smaller liaison and sales staff. Major activity and support will be in New York.

### **Sources of Revenue**

- Instant Office & Showroom Services



## China Trade Centers

- Membership & Marketing Fees
- Website creation and online services
- Safe Made In China Trade shows
- iFone USA-VOIP phone services
- Logistics-local shipping for factories
- Escrow transactions, B2B or B2C
- Business services and assistance
- Sponsors and Banner advertising for each Center or website
- Local sales representative for businesses

### Current Status

- We already have an Instant Showroom available in Shenzhen, right across from Hong Kong. It is a 30,000 square meter permanent showroom in the newly constructed China South City complex.
- Our website [www.FactoriesInChina.com](http://www.FactoriesInChina.com) is tested and ready to run.
- Updates are planned to link it with [www.SafeMadeInChina.com](http://www.SafeMadeInChina.com) to ensure only the best factories will be involved. Marketing will begin in spring 2009
- The list of 979,862 Chinese factories is being prepared for upload into the directory by spring 2009.

### Capital Requirement

Our initial budget is for \$3,000,000.

### Legal Representation

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