

Qianhai Central Eastern Europe Trading (Shenzhen) Company Limited

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Subject: CEEC 16+1 E-Commerce Project

Under the Belt and Road initiatives policy, CEEC 16+1 cooperation mechanism. To make this CEEC 16+1 E-Commerce project happen, our company dedicates itself to promote economic and trade cooperation between China and the Central and Eastern European Countries (CEECs). Through our CEEC 16+1 E-commerce platform, merchants can sell and export their products to China.

Overcome Trade Challenges

China being the most populated country in the world, demand for high quality food is surging, especially import goods from other countries. However, there has been many challenges for cross country trades.

Qianhai Central Eastern Europe Trading Company has been taking a practical approach to offer solutions for our business merchants in 16 countries so that cross border trade become very easy and user friendly for everyone. In particular, we focus in 3 areas: marketing of your products, import regulatory procedures and cross border payment solutions.

Marketing

First challenge is the language. On our e-commerce platform, merchants in 16 countries will be able to upload their product information and detail in their own language, and we will translate for them in China local language.

Our platform will also from time to time provide China market intelligence to their specific industry, so that merchants in 16 countries can plan better in their marketing, including price, quantity, distribution method, key market demographic and region, packaging and promotion, and merchant's own brand awareness in China.

For logistic, warehousing and distribution, Qianhai Central Eastern Europe Trading Company will assist merchants in 16 countries to make use of the best location near your customer through our online intelligence system.

Import Regulations

In terms of regulatory issues for importing into China, Qianhai Central Eastern Europe Trading Company will provide 365 days 24/7 services to our 16 countries merchants a "one stop trading service", to make the "pre-application" for your product at China customs, commodity inspection at China commodity inspection bureau, all these declaration become very simple. Merchant will be given a verification code from both customs and inspection bureau for their product under their own company name, and merchants can thereon import through any port in China.

This way, both large and medium size agriculture organizations or companies in 16 countries will be benefited, and the trade with China become very feasible and easy. Merchants just need to make use of our online platform and provide the basic information, and we do the rest for them and goods will be delivered to the hands of customer.

E-commerce in China has been growing very fast in the past few years compare to the rest of the world, it is one of the most efficient ways to do business in China. Merchants in 16 countries can sit back from their home and be able to track for every single step in the trade through the computer or smartphone.

In addition, we can also provide "bonded warehousing" arrangement so that import duty will only be paid when goods is delivered to customer, rather than at the point of import. For merchants, Qianhai Central Eastern Europe Trading Company will assist them to make use of this facility.

Payment

Qianhai Central Eastern Europe Trading Company offers a strong online settlement platform for our 16 countries merchants, directly receive money from China customers, and remit money back to their countries.

Our trading platform uses China Telecom and China Mobile payment system, which has been long established and very easy for all China telecom users to make payment online to merchant's account.

Qianhai Central Eastern Europe Trading Company will help each merchant in 16 Countries to open an account in China UnionPay Cross Border Payment Channel in China, so that each merchant can remotely operate the account to transfer money to anywhere at their wish.

B2B and B2C markets

Basic issues are resolved and now merchants from 16 countries can focus on their products sales and brands building.

B2B large volume trade

Qianhai Central Eastern Europe Trading Company has alliance with many commercial associations in 32 provinces. Currently there are over 8-million members in industries of Food and Beverage, Supermarket and Retail, Grain and Food Processing Industry. Qianhai Central Eastern Europe Trading Company provides direct linkage for merchants in 16 countries to reach out potential buyers in China through our online platform. We will also arrange periodic events and meetings to merchants.

In China, there are many Agriculture Products Exhibitions and Trading Centres in each province and city, Qianhai Central Eastern Europe Trading Company will provide access for our 16 countries merchants to attend these exhibitions and visit these centres.

Let me give you an example, Hunan just one province has done RMB 20 Billions in 2016. And commitment has been made that 1/3 of the product in their centre will be imported agriculture products from other countries. We have already been invited by them to participate.

B2C Brand building in China

B2C is also good to build brands for your product and build customer loyalty, for sustainable and long term stable business. Mostly important, profit margin will be higher in B2C sector.

We will focus in e-commerce to reach out to customers instead of traditional retail store, and this will give a fast access into mainstream China market.

Qianhai Central Eastern Europe Trading Company has entered into agreement with both China Telecom and China Mobile, with focus in top 100m high end active users to pre-install our trading apps in their phones. Client big data is shared with our company, and both telecom companies will aggressively promote our apps. Both telecom companies also offer their customer loyalty program points to redeem our products.

Mass media is also a very important channel to reach out to household customers. Qianhai Central Eastern Europe Trading Company has arranged to work with TV home shopping association, and will promote merchant information into over 2000 TV stations in China. This will help merchants to build their brands in China.

China will continue to put in large effort to promote the 16+1 cooperation, especially in mass media in China and lower the barrier of entry for import. China market will also continue to be attractive for their large market size, stable currency and healthy economic growth. We strongly believe that our trade volume will be 5 times more in 3 years.