2013 China Marketing Trip

FleishmanHillard

As of August 13, 2013
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Section I Trip Overview
2013 China Marketing Trip

Section II Trip Impact
U.S. Senate Hearing On Smithfield Foods Poses Challenge To CIFUS

This guest post was written by Bill Black, a senior partner and co-lead of the global China practice at FleshmanHillard, a public relations firm.

Wednesday’s Congressional hearing on the planned acquisition of Smithfield Foods by China’s Shuanghui International poses a direct challenge to the normally secretive process used by the U.S. government to evaluate such deals. A powerful and controversial inter-agency body called the Committee on Foreign Investment in the U.S., or CIFUS (pronounced SIFF-ee-us), is tasked with the evaluation of foreign takeovers of American enterprises. Explicitly designed to protect national security, CIFUS is not authorized to evaluate the purely economic effects of foreign acquisitions. The hearing by the U.S. Senate Committee on Agriculture is a clear effort to pressure CIFUS.

CIFUS has evolved over time as Congress has revised U.S. law in an effort to walk a fine line between protection and protectionism. Unfortunately, because a small number of high-profile cases were either rejected or withdrawn, CIFUS has acquired an undeserved reputation as a major obstacle to foreign direct investment (FDI) in the United States. Yet it actually approves most of the transactions it evaluates: from 2009 to 2011, the most recent period for which data are available, CIFUS green-lighted 92% of the deals it reviewed.

By law, the CIFUS review process is confidential, contributing to the aura of mystery and suspicion surrounding the committee. Ironically, the very confidentiality designed to shield CIFUS from political interference has created the worst of both worlds, simultaneously failing to keep politics out of the review process while undermining the trust of foreign investors who do not understand the criteria CIFUS uses to make its decisions.

The Shuanghui deal presents CIFUS with some interesting challenges. On its
face, the transaction does not seem to involve national security issues in the
traditional sense. As one Chinese diplomat said in a recent meeting I attended in
Washington, “How can pork be a national security issue?” But some U.S.
Senators were quick to provide an answer. In announcing the July 10 hearing to
review the deal, the Chairman of the Senate Agriculture Committee, Sen.
Debbie Stabenow, wrote that the committee would “examine how the
government review process of foreign acquisitions of U.S. companies
addresses American food safety, protection of American technologies and
intellectual property, and the effects of increased foreign ownership of the
U.S. food supply.” So much for shielding CFIUS from politics.

Indeed, calling protection of the food supply a national security issue would
significantly expand the scope of CFIUS at a time when U.S. trade officials are
trying to convince foreign investors that its scope is, in fact, quite limited.
Most CFIUS cases center on geography, and whether the target company in
the acquisition is located near sensitive facilities. That was the basis on which
CFIUS rejected in 2012 a bid by China’s Sany Group to buy a wind farm
located near a U.S naval base that tested drone aircraft. In that particular
case, Sany took the extraordinary step of suing President Barack Obama.
(Part of the case was thrown out, while part remains in litigation.)

While a handful of deals have been challenged on the basis of sensitive
technology transfer, the issue of food has simply never come up.
Interestingly, Smithfield’s headquarters is located not far from one of the
world’s largest naval bases, the Norfolk Naval Shipyard. If CFIUS is looking
for a reason to question the deal on grounds other than food security, this
would provide an option for doing so.

Anyone interested in FDI into the United States will be watching this deal
closely. Monitoring the review process is straightforward since it adheres to a
rigorous timeline. There are three possible phases. The initial review period
lasts 30 days, and most deals are approved during this phase: in 2011, 70 of
the 111 deals evaluated were cleared during the 30-day review. More
controversial transactions go on to an investigation phase lasting 45 days.
During this period, nearly all cases are either approved or withdrawn if CFIUS
signals a possible rejection (in 2011, only five were withdrawn). Any
transaction that CFIUS rejects is sent to the President, who has two weeks
either to confirm or overturn the rejection. The only Presidential decision
made in the last five years was in the Sany case.

In the case of Shuanghui/Smithfield, if no decision is announced by August, it
will mean that the transaction has gone on to the investigative phase, and that
a final decision will likely be announced sometime in September. The Senate
Agriculture Committee hearing, at which Smithfield President Larry Pope will
testify, clearly raises the stakes in this game. Committee members have made
their feelings known well in advance of the hearing, and Mr. Pope is likely to
face skeptical questioning.

**Bottom line:** the “non-political” CFIUS process is about to get political. This
could complicate U.S. efforts to attract FDI and possibly make them more
challenging.
Article published on *New Fortune Magazine*

*New Fortune* Magazine is co-managed by Guangdong Provincial Press and Publication Bureau and the Panoramic Network Co. Ltd. It is monthly publication focusing on business and finance. It distributes both within China and abroad.
美国在近日发表了一份关于中国在企业投资海外所面临的机会与挑战的研究报告。7月18日，皮尤研究中心（Pew Research Center）发布了《全球态度调查》（Global Attitudes Project）的年度报告，其中涉及了对全球对中美两国国家的年度报告。7月19日，荣鼎集团（Rhodium Group）对中国在2016年度投资季度报告正式发布。这两份报告内容各异，却相互补充，更全面地呈现了中国的情况。

皮尤研究中心的报告强调了中国在其全球经济发展中所遇到的问题。报告称，发展中国家的民众对中国经济的好感度有所增加。但发达国家的情况却恰恰相反。过去两年中，美国对中国的好感度下降了14%，英国下降11%，法国下降了9%。最近的趋势表明，中国公司正把目光集中于欧洲科技、食品、房地产和品牌等非并购标准。这些并购标准的增加是在美国和欧洲的新区域间的贸易。这些区域的民众对贸易的成衣和投资有不同的看法。因此，中国的投资对市场的接受度，在中国公司投资国际市场的接受度，以及在监管机构审查的接受度，都会导致相反的反应，为进一步贸易造成诸多困难。

中国企业不容主动攻击

不巧的是，中国的公司在经济快速发展给世界带来恐怖的负面影响。虽然历史从没有哪个大国在经济上发展得如此之快。从内部看，这表明中国仍有许多的问题。例如，中国公司的出口市场竞争力，例如中国的劳动力成本。从外部看，这种发展要求国际关系、对外和在经济上发生变化。任何改变都将带来困难。

尽管不情愿，但全球许多公司正面临着来自中国公司的挑战。在许多事情上，中国的发展可能导致西方世界对自由市场的真正挑战。西方企业呼吁本国政府在竞争上给予保护，并试图用既有的对中国的恐惧和限制来得到这一援助。这正是为什么中国企业在进入新市场时需要精准的传播策略来应对这些负面看法的原因。

虽然有这些挑战的存在，中国对外投资还是在飞速发展。据荣鼎集团的报告，2016年中国对外投资达到50亿美元，创下了新的高水平。值得注意的是，这个数据还包括在美国宣布的100亿美元，其中双汇宣布收购美国肉类生产企业Smithfield的交易金额就超过了一半。

从长远来看，经济一体化政策——即中国的国家政策——对全世界是有益的。在很大程度上，这意味着中国投资会创造就业机会。他们之所以有用，是因为中国公司并没有被指责和中国的消费者-flat；如果中国公司不干，他们可能不会说。今天，在美国有3.3万个工作是由中国持有大部分股权的公司直接提供的。并且这些都还不包括间接的影响。当然，这些公司也会给美国的消费者——和其他国家的消费者——带来利益。在皮尤研究中心的报告中，被调查者被问到“中国关心你们国家的利益吗？”，60%的美国人表示“不多”或“一点也不”，在加拿大这个数字是70%，英国是82%。只有在非洲国家，民众认为中国关心他们的利益（图2）。

中国企业投资海外影响

中国公司并不关心或投资利益的这一形象是可以避免的。监管机构、消费者——投资者——供应商和其他的利益相关者都会被这个形象所影响。这就是为什么中国公司有责任与这些重要的受众沟通中国的投资会给当地带来好处的信息。

双汇并购美国企业的引发的传播启示

来看看最近双汇收购Smithfield的例子。它正好体现了中国对外直接投资中所遇到的机遇和挑战。很明显，双汇在宣布收购前就已经有强有力的宣传方案。它的这种传播策略肯定是在美国读者所阐述的那些好处上，也强调这次并购会给Smithfield带来新的出口机会，而他们应对质疑的方法则是告诉民众，此次并购目的
是改善中国食品安全而不是降低美国的食品标准。

但是，因为是一家中外企业在主导并购事件，这次交易仍会招来美国国会的质疑。美国国会已经召开了听证会，议员们担心并购将会导致Smithfields的产品质量降低到危险的程度。他们说，中国存在大量的食品安全问题。议员们同时声称，如果把食品链的控制权由美国公司转让给中国公司，会让美国国家安全受到威胁。

这是一个危险的论调。一旦成功完成此次交易，无疑会成为反对主义者操纵的。总的来说，美国政府只有在反垄断或涉及国家安全的情况下才有权阻止外资收购本土企业。Smithfields的交易并不涉及垄断的问题，所以想要阻止交易的人就试图把国家安全的概念范围扩大到前所未有的程度。之后或许还会有一些相关的调查。譬如Smithfields出口的猪肉是否有提供给美国军方以及其他政府机构，除了猪肉问题上升到国家安全的层面外，这些也是阻止此次交易的理由。

审查双汇和Smithfields交易的政府机构是美国海外投资委员会(CFIUS)，即美国联邦政府的一个跨部门委员会。该委员会的职责是保护美国国家安全，监督外国资本对美国企业的并购。根据CFIUS的规定，对并购的审查分为两个阶段：一个是初步审查，另一个是深入审查。在初步审查阶段，CFIUS会有一个“初步决定”，决定是否对交易进行深入审查。如果交易被认定为可能对国家安全构成威胁，CFIUS就会启动深入审查。

在深入审查阶段，CFIUS会进一步审查交易的细节，包括交易的结构、交易的条款、交易对美国经济和国家安全的影响等。CFIUS会根据这些信息作出最终决定，决定是批准还是拒绝交易。在2011年，双汇并购Smithfields的交易就被CFIUS批准，双汇支付了7.07亿美元的并购费用，完成了对Smithfields的并购。

在交易完成后，双汇和Smithfields都采取了严格的措施来防止食品污染和食品安全问题。例如，双汇在并购后对Smithfields的产品线进行了全面的审查，确保所有产品都符合美国的食品安全标准。同时，双汇还加强了对Smithfields的供应链管理，确保所有供应链环节都符合美国的食品安全标准。

在发布并购消息时，双汇和Smithfields均明智地采用了精明的传播策略，但公关团队得工作就没有结束。在CFIUS的整个审批阶段，负面声音都不会消失。他们会继续宣传此次交易应该被终止的理由。就算交易被批准了，他还是会继续发声。两家公司都应继续努力与利益相关方沟通，并说明这笔并购是有利于美国和中国双方的。

在良好的传播活动的支持下，如果此次并购获批准，不仅可以让双汇和Smithfields两个企业的成功添砖加瓦，还可以为其他中国公司的国际发展奠定坚实的基础。一旦交易成功，这笔交易将成为中国对外直接投资的经典案例，并为中国公司如何在海外市场沟通提供示范。
Interview with *International Business Daily*

*International Business Daily* is a newspaper managed under the Ministry of Commerce in China, with an emphasis in business industries. It has the largest overseas distribution area among all Chinese financial newspapers.

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**Reporter:** Li Gaofei

In the wake of the US-China trade war and the Belt and Road Initiative, China's foreign investment strategy is shifting from sheer volume to quality. This has led to a significant increase in the establishment of joint ventures in China.

**Interviewer:**

China's Ministry of Commerce is responsible for managing *International Business Daily*, which is a newspaper with a focus on business industries. The newspaper has the largest overseas distribution area among all Chinese financial newspapers.

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**Interviewee:**

Q: What is the future of China's foreign investment strategy? Will it continue to focus on volume or shift to quality?

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Section III Competitive Analysis

An Overview of international communication firms’ outreach in China
Overall Observations

- Ogilvy is overall doing a better job in China, especially in bringing Chinese companies and China’s soft power to the globe.
  - Ogilvy is also having the most active Weibo account and the most Weibo followers and is way more than other competitors.
  - Ogilvy’s high level executives have posed positive attitudes towards China’s business by attending relevant conferences held by Chinese companies and holding their global board meeting in Chengdu, China.
  - Ogilvy is the first (perhaps the only) firm in China that has an emphasis on second-tier and third-tier cities in China.
  - BUT recently, if you search anything about Ogilvy China, it’s mostly likely for you get news about a 24-year-old staff at Ogilvy who died after working overload for a month.

- Weber’s social media presence is average but one of their top executive in China, Liu Xiping, has more than one million followers. He is a frequent show guest for a popular job finding TV program in China and he is quite popular among college students because he always gives talks in universities.

- APCO’s emphasis area is government relations. They’ve dealt a lot with the government side especially the spokesman training.

- Burson’s weibo account is not as popular as Ogilvy, but still it has 18,414 followers and is quite popular.

- Burson and Weber have established specific teams to help Chinese companies going global just like what we do.
Top 20 PR Firms in China

Source: Success Marketing and Sina Finance

This ranking is based on the result of three sets of surveys – PR firm survey (35), media survey (81), and company survey (78).

Those companies with asterisk (*) indicate they are Chinese domestic firms.

<table>
<thead>
<tr>
<th>Rankings</th>
<th>Companies</th>
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<tbody>
<tr>
<td>No.1</td>
<td>Ogilvy &amp; Mather</td>
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<tr>
<td>No.2</td>
<td>Burson-Marsteller</td>
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<tr>
<td>No.3</td>
<td>Blue Focus *（蓝色光标）</td>
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<tr>
<td>No.4</td>
<td>Edelman</td>
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<tr>
<td>No.5</td>
<td>Hill+Knowlton</td>
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<tr>
<td>No.6</td>
<td>Ruder Finn Asia</td>
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<tr>
<td>No.7</td>
<td>PROFUTURE PR Consulting Co., Ltd *</td>
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<tr>
<td>No.8</td>
<td>Weber Shandwick</td>
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<tr>
<td>No.9</td>
<td>Marketing Resource Group *（嘉利公关）</td>
</tr>
<tr>
<td>No.10</td>
<td>Ketchum</td>
</tr>
<tr>
<td>No.11</td>
<td>China Global Public Relations* (中国环球)</td>
</tr>
<tr>
<td>No.12</td>
<td>APCO</td>
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<tr>
<td>No.13</td>
<td>Broadcom* （广通伟业）</td>
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<tr>
<td>No.14</td>
<td>HighTeam *（海天伟业）</td>
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<td>No.15</td>
<td>PRAP China (Japan)</td>
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<tr>
<td>No.16</td>
<td>eVision *（时空视点）</td>
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<td>No.17</td>
<td>Fleishman-Hillard</td>
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<td>eba Communication （博达公关, HK）</td>
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<td>No.19</td>
<td>D &amp; S*（迪思公关）</td>
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<td>No.20</td>
<td>The Hoffman Agency</td>
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</tbody>
</table>
Ownerships

WPP has 61 companies presenting in China and the following three are the most influential ones.

- Burson-Marsteller
- Ogilvy & Mather
- Hill & Knowlton

Weber Shandwick is owned by Interpublic Group.

Edelman is the world's largest independently owned public relations firm.

APCO Worldwide is independently owned.

OmniCom owns Fleishman-Hillard and Ketchum that have best presence in China.
**CHINA OPERATIONS**

**Offices in China** - Beijing, Chengdu, Guangzhou, Shenzhen, Shanghai, Hong Kong (Asia Pacific headquarter)

**Promote China Practice** - Burson-Marsteller entered China in 1985 at the invitation of the Xinhua News Agency, becoming one of the first global public relations firms to operate in the People's Republic of China.

**Services** - corporate communications, brand and product marketing, issues and crisis management, and government relations and public policy consulting.

**Industries** - energy, banking, insurance, telecommunications, technology, healthcare, automotive, chemicals, retail, property and fast moving consumer goods.

In July 2011, B-M launched new U.S.-China specialty led by Daisy King in New York. It was under U.S. Corporate Practice group and focused on counseling both U.S. clients with business communications needs in China, as well as Chinese firms operating within the U.S. market.

In May 2013, Burson-Marsteller has created a new Asia-Pacific leadership team, led by regional chairman Patrick Ford, and integrated its Greater China offices under Matt Stafford. Under the new leadership, they focus on a “China going global” initiative. Ford said that “It aims to help Chinese domestic companies, which not only have special focus on development in the region, but also the rest of the world, build global networks, engage stakeholders, develop customized messages, and build on-the-ground resource.” Its mission is very similar to our Global China Practice.

**COMMUNICATION VEHICLES**

- Blog & Newsletters
- LinkedIn – Burson-Marsteller Asia-Pacific (member only group, 495 member and created on March 20, 2010)
• **Weibo** – 博雅公关中国 (Burson-Marsteller China) – followers: 18,414, post: 931– active
• **Twitter** – no specific one for China – Generic @B_M, followers: 10,343 – B-M Asia-Pacific @BMAsiaPacific: 830 followers (not active)

**TOP EXECUTIVES**
- Worldwide Vice Chair / Chief Client Officer / Chairman, Asia Pacific - Patrick Ford
- CEO, Greater China - Matt Stafford
- Beijing – Douglas Dew, Managing Director, Public Affairs
- Shanghai – Angelina Ong, Regional Managing Director
- Guangzhou – Vincent Li, Acting Market Leader for Guangzhou and Chengdu

**MEDIA AUDIT**
- 01/09/2013 Xinhua News – State Council information officer, Wang Chen, met with Burson-Marsteller Global CEO, Mr. Donald A. Baer
- 10/29/2012 iResearch.cn – Vipshop Holdings Limited Selects Burson-Marsteller to manage their financial media relations
- 03/17/2013 World.huanqiu.com (环球网) – Interview with B-M China’s associate director, Brad Burgess (feature story)
- International PR magazine ran a similar story on Brad Burgess (feature story)
- 03/13/2013 People.com – Quoted Daisy King, about her comments on Two Sessions in China. King said the “Chinese Dream” needed a more accurate understanding from the World and hoped the dream could be communicated in Western countries more effectively.

**CLIENTS & CASE STUDIES**

(**all of them are domestic China clients, no Chinese company as their clients doing business overseas has been found)**

- Vipshop (唯品会) – financial media relations services – Oct 2012
- Swire Properties – Brand Building in China – August 2012
- HNA Real Estate – branding and communications partner to brand its Central Business District – July 2012
• Yuexiu Property – Brand Strategy Creation and Campaign Execution to help property developer expand nationally with evidence-based real estate expertise – May 8 2012

• Haier expands relationship with B-M China on China brand communications plan and ice-skating sponsorship program for its premium brand Casarte – April 2012

• Dragonair and Cathay Pacific Airways – media relations, engagement activities and crisis counsel in Mainland China
Ogilvy & Mather

CHINA OPERATIONS

Offices in China: Beijing, Shanghai, Guangzhou, Fuzhou, Nanjing, Shenzhen, Xiamen, Hong Kong

Promote in China: In 1991, Ogilvy & Mather and the largest state-owned advertising company Shanghai advertising company established a joint venture to create Shanghai Ogilvy & Mather. Currently, Ogilvy & Mather China has more than 1,500 staffs in seven cities of Mainland China.

In 2005, Ogilvy One Worldwide launched a new service in India, China, Thailand and Indonesia, OneReach, to develop the regional markets (second and third tier markets).

COMMUNICATION VEHICLES

• A designated website for H+K Asia: http://www.ogilvy.com.cn/#/cn/ogilvy
• LinkedIn – Ogilvy Public Relations – 15,810 followers (no China-specific group)
• Weibo – 奥美中国 (Ogilvy China) – 122,194 followers (very active)
• Twitter – @OgilvyPR – 31,463 followers
• Facebook – 139,000 likes

TOP EXECUTIVES

• T.B. Song – Chairman, WPP Greater China
• Shenan Chuang – CEO, Ogilvy Greater China
• Scott Kronick – Chairman, Ogilvy PR North Asia
• Miles Yong, Worldwide Chairman and CEO Ogilvy & Mather

Ogilvy and Mather held its 2013 global board of directors meeting in Chengdu, China. Miles Yong said Chengdu, China was his first choice considering the importance of their Chinese cliental businesses and they need their leaders to understand the regional differences in China.

MEDIA AUDITS

• Ogilvy & Mather: Fall in Love with China (奥美：恋上中国), published in June 2013 on a Chinese monthly political-financial magazine. It talks about the experiences that Ogilvy has in China for 18 years. It involved personal story on the Chairman of China offices, Scott
Kronick, and then about how Ogilvy expand and took advantages of the second-level cities in China, and eventually came to the conclusion that Ogilvy has seen the opportunities of helping Chinese companies expand globally.


• Ogilvy’s Kent Wertime: Digital Marketing enters Smart Times, May 2013, Tencent tech website. Kent Wertime is the chairman of Ogilvy’s Japan office and the COO of Asia-Pacific region. He attended the 2013 Tencent Wisdom summit and spoke to the public that media and technology are everywhere and digital marketing has entered a new era.

http://tech.qq.com/a/20130529/018458.htm

• Chengdu municipal government taps Ogilvy PR to be the media support for the Fortune Global Forum, June 7 2013, iResearch.cn.

http://a.iresearch.cn/adcraft/20130607/201615.shtm

• Ogilvy Shanghai office became ECCO’s partner PR agency and will support on the 2013 fashion shows of “Walk in Style” project.

http://a.iresearch.cn/bm/20130115/191285.shtml

• Renmin University partnered with Ogilvy to release the 2012-2013 research results on consumer culture and brand ideal.


CLIENTS & CASE STUDIES

• Lenovo

In December 2004, Lenovo intended to acquire IBM’s personal computer business. However, Lenovo’s brand is not well-known globally at that time. Ogilvy & Mather helped with this publicity process and positioned Lenovo as a leading international brand in China, emphasizing the benefits that would bring to all stakeholders by this acquisition. Through activities such as cross-continents road shows, Lenovo demonstrated a win-win situation of the acquisition as well as the positive impact on Sino-US relation. After the acquisition, there were about 20 positive major media reports being published on this merger plan
worldwide. A year later, Lenovo Group appointed Ogilvy as its global brand advertising agency. The contract worth $100 million, and has received mainstream US media’s coverage.

- **AVIC General Aircraft Co., Ltd.**
  CFIUS has expressed doubts even before reviewing AVIC General Aircraft Co.’s application to acquire the American company Cirrus. In order to prove that this merger will not cause any harm to the U.S. national security, Ogilvy has taken many PR activities from Cirrus to emphasise the nature of the case and the characteristics of civil aviation industry, in order to reach a win-win situation between the US and China. It helped to create a favorable public opinion environment on this acquisition. After three-month review period, CFIUS finally approved the acquisition, which made the first time a Chinese company successfully acquiring a US company in aviation industry.

- **Chengdu City**
  Ogilvy & Mather helped Chengdu (a rapidly-developing city in central China) to build its oversea image by promoting the symbolic national animal – Panda. To enhance the interest of overseas audiences, Ogilvy believed it’s essential to build emotional resonance and to trigger media interest. The event was called “Pambassador (panda protective ambassador)”. The pre-event was during the World Expo in Shanghai. It partnered with Chengdu Giant Panda Base and WSPA alliance to utilize the global websites to promote the selection of “Pambassador” and to have the media publish information frequently. Next, they selected 12 people worldwide to join the competition in Chengdu and to have close interaction with the Panda. Ogilvy invited major media outlets including AP, CBS, ABC, Fuji and Al Jazeera to cover the event, in hope to maximize the information dissemination. The series of events received huge success and highly promoted the soft power of China and Chengdu.
Weber Shandwick

CHINA OPERATIONS

Offices in China – Beijing, Shanghai, Guangzhou, Hongkong


“Emergent China” – established in 2012, this project aimed at helping domestic Chinese companies expand internationally. The services include strategic consulting, crisis management, spokesman training, international media relations management, government affairs and etc.

Team members of “Emergent China”

America: Willie Brent – Executive Vice President

Asia-Pacific: Li Lei – senior vice president and Chief strategic officer

Europe/Middle East: Joe Phelan – Director

COMMUNICATION VEHICLES

- Twitter – no China-specific account, its main account @WeberShandwick has 16,336 followers
- LinkedIn – 3195 followers for Weber’s main account – it also has an Weber Shandwick China Alumni Network with 81 members (not for promoting their emergent China program)
- Weibo – 万博宣伟 3753 followers and 349 posts
- Sina Video Channel – 66 videos

TOP EXECUTIVES

- China Chair – David Liu (刘希平)—very active Weibo user and has over one million followers. He is also very popular among college students.
- Webber’s CEO Andy Polansky has visited China earlier this year to suggest Asian companies to have a strong communication strategies
MEDIA AUDITS

• 03/15/2013 – iResearch.cn—“Weber Shandwick CEO – China is the fastest growing market”—CEO Andy Polansky commented that “there’s an increasing number of Chinese companies have the ambitions to expand foreign markets. I hope the diverse team we have could help Chinese companies to get out of China and get into other markets smoothly.” He also suggested Chinese companies to connect communication strategies and investment strategies together, to communicate efficiently, and to invest more on social responsibilities.

• 11/09/2012 – 5iPR.cn – interview with Li Lei, lead of Emergent China program in Asia-Pacific region—she said the companies she worked with such us Baidu and Alibaba had huge potential of expanding abroad. She also believed that companies in energy and technology industries are their key clients.

CLIENTS & CASE STUDIES

• In 2010, a team of 27 companies from Zhongguancun Science Park led by Li Lei have visited the U.S. to attend the International Consumer Electronics Show and attended the Consumer information showcase in Las Vegas. Li Lei also brought up the concept of ABC when being interviewed by the media – A (Adapt), B (Balance), and C (China).
Edelman

CHINA OPERATIONS

Offices in China – Beijing, Shanghai, Guangzhou, and Hong Kong.

BEIJING (two offices): Daniel J. Edelman China Group & Pegasus Beijing

As the headquarters of Edelman’s mainland China operations, it is organized to meet the diverse needs of clients through its traditional multi-practice structure in Corporate, Technology, Health Care and Marketing Communications. It also assists Chinese state-owned enterprises as they begin expansion overseas.

SHANGHAI (two offices): Edelman Shanghai & Pegasus Shanghai

Promote in China - Edelman is the world’s largest public relations firm, with 67 offices and more than 4,800 employees worldwide, as well as affiliates in more than 30 cities.

Starting 1 January 2013, Daniel J. Edelman China Group was transformed to be comprised of four distinct brands that can work together as a single team or on their own: flagship agency Edelman, newly created Edelman Digital, national firm Pegasus and sister agency Zeno Group, with more than 280 staff in five offices across China.

Edelman remains the flagship brand, the world’s largest, full-service multinational public relations and public engagement agency. Pegasus is the leading domestic consumer firm, with specific design, experiential and digital capabilities. Edelman Digital becomes a digital agency providing support to all their brands while carving out its own space in social content, social commerce and creative. Their sister agency Zeno Group will focus on multinational consumer marketing with a digital edge.

The Daniel J. Edelman China Group is comprised of over 220 professionals in five offices with major presence in Beijing, Shanghai and Guangzhou.
After reorganizing in China, Edelman’s China practice groups would continue to operate in the new group structure, and now would be available to all brand family clients.

**COMMUNICATION VEHICLES**

- A designated **website** for Edelman China:
  
  [http://www.edelman.cn/sites/zh/Pages/home.aspx](http://www.edelman.cn/sites/zh/Pages/home.aspx)

- **LinkedIn** – Edelman (44,622 followers), no China-specific group

- **Weibo** – 爱德曼中国集团 (Edelman China) – followers: 1710; 爱德曼 Digital-followers: 2664

- **Twitter** – China @edelanchina, followers: 276, Generic @EdelmanPR, followers: 25,081, Edelman Digital @EdelmanDigital, followers: 38,125

- **Facebook** – 24,492 followers

- **Youtube**: Edelman - [http://www.youtube.com/user/EdelmanInc](http://www.youtube.com/user/EdelmanInc)
  
  Edelman Asia Pacific - [http://www.youtube.com/user/EdelmanAsiaPacific/videos](http://www.youtube.com/user/EdelmanAsiaPacific/videos)

**TOP EXECUTIVES**

- **David Brain**, APAC president

- **Thomas Mattia**, chairman Daniel J. Edelman China Group

- **Steven Cao**, CEO of Daniel J. Edelman China Group, Pegasus president

- **Sanjay Nair**, COO of Daniel J. Edelman China Group

- **Jeffrey Yu**, Pegasus managing director

- **John Kerr**, regional president for Zeno Group

**MEDIA AUDITS**

  
  [http://usa.chinadaily.com.cn/epaper/2013-05/13/content_16494637.htm](http://usa.chinadaily.com.cn/epaper/2013-05/13/content_16494637.htm)

- ‘China Daily’ 2013-1-30, ‘Chinese firms need to be seen as more ‘trustworthy’
  
  [http://usa.chinadaily.com.cn/business/2013-01/30/content_16186653.htm](http://usa.chinadaily.com.cn/business/2013-01/30/content_16186653.htm)
To be successful today, leading brands and corporations must stand beyond making profits. Edelman’s 2012 Trust Barometer found that tomorrow’s trust is built on societal performance through the treatment of employees, putting customers ahead of profits, and investments in the environment, society and local communities. Edelman CEO Richard Edelman called this seismic shift an organization’s need to go beyond a earning a “license to operate” to earning a “license to lead.” A critical way to do this is by bringing society “inside” the organization to gain business and social impact. - See more at: http://purpose.edelman.com/slides/introducing-goodpurpose-2012/#sthash.1ITAoIZP.dpuf

Annual report ‘Edelman’s Global Entertainment Study’ highlights the importance and prevalence of entertainment in people’s daily lives, and how technology has enabled its consumption and sharing on a global basis.


http://www.youtube.com/watch?v=aXukrJmw8r8

Vancouver Airport Authority: Helping an Airport Spread Its Wings

To celebrate YVR's 80th birthday, Edelman engaged the public to select a storyteller who would live at the airport for 80 days and 80 nights.


Starbucks: Transforming the Brand with a Global Public Affairs Campaign

For Starbucks' 40th anniversary, Edelman linked stakeholders to milestones including a new logo and five months of events.

CHINA OPERATIONS

China Offices - Beijing and Shanghai

Promote in China - APCO's clients include multinational firms, leading Chinese companies, governments, chambers of commerce, issue-based coalitions, multilateral organizations and nonprofit interest groups. The team in China includes professionals from business, government, media, academia and civil society.

APCO Worldwide has provided strategic media relations support to FORTUNE in conjunction with the 2013 Global Forum taking place June 6-8 in Chengdu, Sichuan Province.

Promotional material on “Effective Public Relations in China”

http://www.apcoworldwide.com/content/pdfs/Effective_Public_Relations_In_China.pdf

COMMUNICATION VEHICLES

• A designated website for APCO China: http://www.apcochina.com/index.aspx
• Blogs and forums – Shared purpose
  http://sharedpurpose.apcoforum.com/?utm_source=worldwide-site&utm_medium=footer&utm_campaign=vvp-button
  APCO forum http://www.apcoforum.com/
• LinkedIn – APCO Worldwide – 5,715 followers (no China-specific one)
• Weibo – 安可顾问 519 followers
• Twitter – @apcoworldwide 3082 followers
• Facebook – 2562 likes
• Youtube: http://www.youtube.com/user/apcoworldwide

TOP EXECUTIVES

Kenneth Jarrett, Chairman, Greater China

Gregory Gilligan, Managing Director, Beijing

Frances Sun, Managing Director, Shanghai
MEDI A UDITS

• 2013 China Daily USA, APCO Worldwide Examine Experiences Facing Chinese Enterprises Doing Business in United States
  Joint Study Identifies Key Factors for Success -
  http://www.apcoworldwide.com/content/News/press_releases2013/china_daily_research0225.aspx

• 2013-6-24 China Daily USA Investment in US to create jobs
  http://usa.chinadaily.com.cn/epaper/2013-06/24/content_16650474.htm

• Ira Kasoff and Josh Zive discuss Chinese investment in the U.S. (APCO counselor)
  http://www.youtube.com/watch?v=fnuCw1X7l9E

CLIENTS & CASE STUDIES

• China Ocean Shipping Company (COSCO)

"If I had to describe APCO in one word, it would be 'professional.' They have very senior, qualified people who understand what it means to run an international business. They have helped us resolve a lot of problems during our 10-year partnership; they are proactive, efficient and deliver a very good return to their clients." – Captain Wei, chairman of the board and secretary of party committee, COSCO Group

• China Greentech Initiative

The Challenge - The China Greentech Initiative (CGTI) seeks to accelerate greentech market growth in China by bringing together more than 100 commercial and policy organizations and more than 1000 industry experts. This community creates shared value by increasing the accuracy of market insights, enabling industry and government collaboration, and producing thought leadership. Due to the government’s heavy involvement in the sector, access to and engagement with Chinese regulators is a critical component of the initiative’s success. However, as government officials are generally cautious around engagement with foreign entities,
especially in sectors prioritized for development, CGTI faced challenges in presenting itself as a potential partner within the government’s environmental protection efforts.

- **Sprint: The “No Takeover Project”**

"APCO’s integrated communication strategy was instrumental in preventing the merger. They along with our legal, government relations and media relations team built a powerful grassroots movement and directed a nimble campaign that shifted the political, media and consumer landscapes." – Bill White, senior vice president of corporate communications, Sprint

**more information on Case studies**
http://www.apcoworldwide.com/content/client_success/more.aspx
Hill & Knowlton

CHINA OPERATIONS

Offices in China: Beijing, Shanghai, Chengdu, Guangzhou and Hong Kong.

Promote in China: H&K establish offices in China in 1984. For over two decades, H&K has helped companies and organizations in China navigate the communications landscape by introducing cutting-edge programs such as the first Youth Advisory Board and the first global satellite coverage for a chain-store branch opening.

Hill & Knowlton Strategies announced it elevated its China operations to region status on February 2013. Prior to the move, China was part of the firm’s Asia region. The move demonstrates the global firm’s heightened focus on this critical growth area, as well as its commitment to leveraging and expanding upon its more than 50-year history in the Asian marketplace. Current H+K Strategies leaders Ye Yu and Ivy Soonthornsima will share management of the new region. They will become co-presidents reporting directly to Martin.

Hill & Knowlton Strategies China expanded their digital practice by launching of the Social PR Lab

The Social PR Lab utilizes a 360 degree approach towards communications channels. It builds on social communication by implementing creative ideas and experiences to communicate a brand’s key messages and story through China’s most relevant channels.

Ivy Soonthornsima, co-president of H+K Strategies China said, “We have seen, especially over the last year, brands running to try and acquire as much media space as possible through social channels, Weibo and WeChat in particular. But now, given the maturity of the market and the dominance of a number of players in the social media space, we expect a real return to basics, a rediscovery of branding. Social PR Lab is an exciting tool that further cements our thought leadership in China’s communications industry.”

COMMUNICATION VEHICLES

• A designated website for H+K Asia: http://asia.hkstrategies.com/zh/
• LinkedIn – Hill+Knowlton Strategies – 15,552 followers
• Weibo – 伟达中国（H+K China）3254 followers
• Twitter – Multiple groups but no designated on for China. @Hill_KnowltonUS
  1,171 followers
• Facebook – 1924 likes

TOP EXECUTIVES

Ye Yu, Co-President, China. Ye has more than 20 years of consulting experience focusing on government affairs and market access for foreign multinationals in China. She has assisted clients from a wide range of industries which engage key government bodies, NGOs, academics in 2004. Prior to joining Hill+Knowlton Strategies, Ye Yu was a partner, director and senior consultant at Claydon Gescher Associates, where she worked for 12 years. Before her time in Claydon Gescher Associates, Ye Yu spent five years with Kamsky Associates as China representative and project manager.

Ivy Soonthornsima, Co-President, China. Ivy has more than 20 years of pan-Asia communication experience in both international and Chinese PR agencies. She specialized in communications strategy, brand building, and risk management and crisis communications.

MEDIA AUDITS

• US consulting firm to help train China’s govt spokespersons – Hill+Knowlton has been the first PR firm being invited to give lectures on communication with media during crises as part of a national training program of government spokespersons in 2004
  http://english.peopledaily.com.cn/200405/18/eng20040518_143633.html
• New Public Relations Era: Chinese PR’s third revolution, published on a Chinese language magazine Business Value (《商业价值》) on June 25, 2013—the article talked about how social media changes the landscape of PR in China and has quoted the senior vice president from H+K, Li Fei, claiming that advertisement, product release, e-commerce has merged together on Chinese social media Weibo.
CLIENTS & CASE STUDIES

Chinese government - As the first PR firm for the Chinese government, H&K leveraged its global network and government relations expertise to help ensure China's Most Favored Nation status during sensitive U.S.-China trade relations in 1991.

• The outbreak of SARS proved to the Chinese government that communications and administrative transparency were more than necessities to the nation's stability. The government turned to H&K again to seek counsel on bringing its communications practices to meet international standards and demands.

• In May 2004, China's State Council Information Office and the China Mayors Association partnered with H&K to develop the central government's first national training program for communications, media relations and crisis management undertaken by a foreign-based firm. More than 200 mayors from across China and members of central government organizations will take part in the program.

International Athletics

The 2002 Tennis Masters Cup in Shanghai was the first world-class sporting event in China. The event demanded precise coordination and management of the thousands of attending journalists and media organizations. H&K managed an all-encompassing media and communications program for the tournament, contributing to the event's overall success and selection as the "ATP Tournament of the Year," as well as the city's win to host the 2005 tournament. H&K provides consultation services to the Beijing Organizing Committee for the 2008 Olympic Games.
Section IV Company & Media Information
Aigo Entrepreneurs Alliance

Company Profile
Aigo Entrepreneurs Alliance, which is the first organization in China to help private enterprises to build up their international brand by overseas incubators. It was founded in March 2011 by Mr. Feng Jun and other influential private entrepreneurs. It is committed to boost the Chinese national brand in international platform. It wants to establish overseas incubators in order to seek for international development of national brands.

Key Person
Feng Jun – Chairman of Aigo Digital Technology.

Mr. Feng Jun, founder of the Aigo Entrepreneurs Alliance and chairman of Aigo Digital Technology. Feng Jun is a spirited entrepreneur. The Chairman and Founder of consumer electronics giant Aigo Digital Technology Co. Ltd., started the company in 1992 with just RMB 220 borrowed from his mother (back then it was called Beijing Huaqi Information Digital Technology). Feng built his company into a large consumer electronics giant. Today it manufactures everything from media players and USB cards, to digital cameras and mobile phones. Feng has huge ambitions for Aigo: he wants the company to become the Sony or the Samsung of China. He has already taken the first steps towards taking Aigo global and plans to set up base in a few countries soon. He is also working to get the brand known globally—Aigo has sponsored McLaren’s Formula 1 team as well as Manchester United. Feng is also working to build intellectual property. While Aigo has created a sizeable patent portfolio, the company has also taken giants like Toshiba and Hewlett-Packard to court over patent infringement allegations.

It is worth knowing that there are two entrepreneurs who are also on our target company list are also the co-founders of this alliance.
Dong Mingzhu – Chairman of Gree (Category A)

Yin Mingshan – Chairman of Lifan Group (Category B)

Key Issues
AEA required a high level of their membership. Companies must reach the turnover of 100 million RMB or more and to be the top three in sub-sectors to join the alliance. The membership fee per year is 200,000 RMB. With the membership, those companies could go on four business tours abroad each year. For those companies that don’t reach the standard can also join the study club after paying 39,800 RMB yearly fees and participate 10 domestic events. The main activities for the members are to communicate with foreign companies for potential partnership/investment opportunities. The AEA is playing the bridge role in between.

AEA had organized several trips to European countries for the leaders of AEA members in recent years to promote business and investment.
**Company Profile**

It is a consumer electronics company founded on 1958. It is the second largest manufacturer of televisions in China. In 2004, 90% of the television sets exported from China to the United States was made by Changhong.

Annual Profit: 52 billions

**Key Person**

**Luo Guangqiang 罗光强 / Director of Overseas Strategy & Development**

**Key Issues**

In 2005, Changhong invested over US$15 million on the first-stage project of the Czech production base with a total workshop area up to 10,000 sq m. The plant mainly produced flat panel TVs and CRT HDTVs to be distributed in the Czech Republic and other European countries. At the end of 2006, Changhong acquired a Korean company ORIONPDP with $ 99.9 million. In 2007, Changhong invested in Czech Republic to build the first overseas production base on independent investment. In 2010, Changhong establishes companies in Indonesia, Russia and Middle East. Right now Changhong has built R&D centers in the Silicon Valley of the U.S., Japan, Shanghai and Shenzhen. In the US, the company focuses on the production of Mobile phone and refrigerator.

**Media Presence**

Despite the fact that Changhong has exported many TV sets to the U.S., it’s still not a well-known brand here. Changhong needs to build a local presence in order to compete with other TV manufactures. Chinese electronic consumer goods are always famous for its cheap price and then associate with poor quality. In order to further its expansion and development in the U.S., they need to build effective communication tools, especially with its consumers.


**Points**

Brand Building & Digital Communication
China Construction Group

Company Profile

The China State Construction Engineering Corporation (CSCEC) is a Chinese construction company ranked the 3rd largest in the world (1st according to International Construction) and the 20th largest general contractor in terms of overseas sales. The main business units of the group are planning and design, project development, equipment leasing, trade, construction and facilities management.

The CSCEC was founded in 1957 as a state company. Early on the country had an international profile building heavy industry and infrastructure in Asia, Africa, and the Middle East. The predecessor company opened its first overseas office in Kuwait in the late 1970s. The company broke from its regionally confined work pattern when it entered the U.S. market in 1985, opening an office in Atlanta. The U.S. subsidiary began by building housing developments with joint venture partners before undertaking its first sole development, Lantana Lakes, a 107 acre, $27 million complex of 42 homes, in 1987 in Jacksonville, Florida.

Annual Profit: US$76B

Key Person

Yi Jun

Chairman of the Board of Director & Secretary of Party Leadership Group

Graduated from Chongqing Jianzhu University majoring in Industrial and Civil Engineering, Mr. Yi Jun joined China State Construction Engineering Corporation (hereinafter called CSCEC) in 1982. Prior to his current positions, he had been the Project Manager of CSCEC Lufthansa Centre Project, the Pision Chief of Contracting Pision of Industry Department of CSCEC, the General Manager of General Contracting Department of CSCEC, the Chairman & President of CSCEC Construction Co., Ltd, the Chairman & President of China State Construction International Co., Ltd, Vice President of CSCEC and President of China State Construction Engineering Corporation Limited.
Issues
With the encouragement of the Chinese government and financing assistance from the Export-Import Bank of China, CSCEC has taken increasingly bold steps as a builder and investor of overseas projects. In 2011, the going abroad trend hit a new high when Baha Mar Resorts, a $3.4 billion casino and resort built and partially owned by CSCEC, opened after "extremely aggressive" efforts by the company to link with the Bahamas developer that started the project. It was the largest construction project undertaken by a Chinese company outside of China. CSCEC conducted its business once in some 100 countries and regions around the world. At present, it operates in 27 countries and regions worldwide, and in China, its business spreads all over the territory except Taiwan. From 1982 to the end of 2011, the accumulated contract value of CSCEC totals 4 trillion yuan and turnover accomplished amounts to 2.3 trillion yuan. CSCEC deserves a flagship of China’s construction industry for having the total assets in 2011 exceeding 500 billion yuan. CSCEC has been included in 225 top international contractors since 1984, placing No. 20 in the ranking of 2011. CSCEC made its debut in Fortune Global 500 in 2007, ranking No. 147 in 2011 and No. 100 in 2012.

Recently, China Construction Second Engineering Bureau Ltd has won Beijing “Broadway” Project recently. It is the Tianqiao South Entertainment Theatre Project in Beijing Xicheng District with the contract value over 600 million RMB.
Chamber of Commerce of Foodstuffs and Native Produce

Company Profile
China Chamber of Commerce of Foodstuffs and Native Produce (CFNA) was established in September 1988. The chamber of commerce assists members to explore the international market. It provides its members with training and consultancy on market, client and regulations. It coordinates to settle trade disputes of member companies. It reflects suggestions and opinions from members and the industry to the government, and contributes its suggestion and comment when the government is making new policies. It guides members to make sure that their business operation is in accordance with relevant laws. It organizes exhibitions and forums.

The membership of CFNA has exceeded 5500 companies, among which 47 are members of the executive standing committee and 149 are members of the executive committee. Its membership, covering all parts of China, is composed of the largest and most representative companies and a large number of small and medium sized enterprises. The chamber of commerce has set up 42 chambers of commodities, all of which have a nation-wide membership.

The product line of CFNA members involve all agricultural, forestry, food and farm products such as cereal, oil, oil seed, fresh and dried vegetable and fruit, poultry, meat, seafood, dairy, alcoholic beverages, soft drinks, tea, canned food, candy, honey products, mushroom, wood, forestry chemical, essential oil, fragrant, flower, candle, firework, cashmere, down and feather, fur, leather, bristle, casing, rug, carpet, rabbit hair and etc.

Key Person
BIAN Zhenhu - President

YANG Shengjun, YU Lu, RONG Weidong - Vice President

Issues
The members are composed of companies targeting domestic and international markets. They can also be categorized as growing, farming and processing enterprises, science institutes, and agricultural associations at local levels. In terms of ownership, CFNA’s membership includes
state owned, foreign invested and private companies, as well as some international members. The members of CFNA represent the status and power of China’s agricultural, forestry, food and farm industry as a whole.

CFNA has 12 departments, an International Agricultural Trade magazine, and Beijing Jinsui Exhibition Center. The company keeps close contact with the government and member companies.
Tianjin Association of Global Growth Companies

Company Profile
The association, founded in 6th January 2012, was launched voluntarily by Tianjin Port (group) co., LTD, TEWOO Group, Tasly Group, Bohai Steel Group co., LTD and other companies, which are leading, influential and global growth companies in Tajin Municipality. It pursues the aim of propelling the "go abroad” strategy of members, serving as a platform of communication, info-sharing, training and organizing international-conferences-attending, various observations and studying abroad activities.

Key Person

Yu Rumin 于汝民 - President

Mr. Yu is the chairman of Tianjin Port (group) co., LTD

Wang Zhizhong 王志忠/Yan Xijun 闫希军/Lu Chunfeng 吕春风 - Vice President

Mr. Wang is the chairman of TEWOO GROUP

Mr. Yan is the chairman of Tasly Group

Mr. Lu is the chairman of Bohai steel group co., LTD

Issues
The association is a non-for-profit organization and has about 30 companies as members right now. It’s worthwhile to contact those companies through this association.
Skadden, Arps, Slate, Meagher & Flom LLP

Company Profile
Founded in 1948, it is a prominent law firm based in New York City. With nearly 2,000 attorneys, it is one of the largest, most prestigious, and highest-grossing law firms in the world. Forbes magazine called Skadden "Wall Street's most powerful law firm". Skadden currently ranks 3rd among the most prestigious law firms according to the yearly Vault 100 survey.

It has 23 offices around the globe. In China, it has three offices in Beijing, Shanghai, and Hong Kong.

Contact
Daniel Dusek, partner at Skadden, based in Beijing office.

T: 86.10.6535.5533 | 1.212.735.2776

Daniel Dusek is a corporate partner concentrating in mergers and acquisitions, securities law and corporate matters. Mr. Dusek has represented public and private clients in a variety of corporate transactions, including acquisitions, dispositions, mergers, auctions, private equity and leveraged buyouts, going-private transactions, spin-offs, joint ventures and other corporate matters.
All Bright Law Offices

Company Profile
AllBright Law Offices is a Shanghai-based Chinese law firm ranked the ninth largest in the country and tenth largest in Asia by number of lawyers. Among national corporate law firms, AllBright is the only one headquartered in Shanghai. The main areas of practice for AllBright are Corporate and Commercial, Securities and Capital Markets, Banking and Finance, Real Estate and Construction, Dispute Resolution, International Trade, and Intellectual Property. The firm has not opened overseas offices but has an international presence based on relationships with foreign law firms.

The firm is a member of the Terralex global law firm alliance and is the alliance's member firm for Shanghai.

The firm signed its first formal (non-exclusive) cooperation agreement in 2012 with De Pardieu law firm of France, cementing already existing working relationships on cross border transactions.
SANY

Company Profile
Sany Heavy Industry Co., Ltd. is a Chinese multinational heavy machinery manufacturing company headquartered in Changsha, Hunan Province. It is the sixth-largest heavy equipment manufacturer in the world, and the first in its industry in China to enter the FT Global 500 and the Forbes Global 2000 rankings.

With a dozen of domestic industrial parks plus manufacturing facilities in Brazil, Germany, India, Indonesia and in the United States, Sany is one of the most international Chinese companies, and projecting to grow even more in emerging markets as China's domestic demand slows. The company has approximately 70,000 employees worldwide.

Key Person
The company's founder and main shareholder, Liang Wengen, topped Forbes magazine's annual list of China's richest people in 2011.

Issues
SANY's investment outside of China in just the last 5 years is well over USD $1 billion.

In 2012, SANY took two more important steps towards meeting the needs of our global customers. First, their purchase of the German manufacturer Putzmeister solidifies their company as the largest concrete machinery manufacturer in the world, combining world-class Chinese manufacturing efficiencies with German engineering to form the largest concrete machinery manufacturer in the world. Second, their JV with Palfinger will combine the strength of Western and Eastern crane design technologies to develop market specific products supported by established dealer networks in both Asia and Europe.
People’s Daily

Basic Information
The People’s Daily is a daily newspaper that runs as an organ of the Central Committee of the Communist Party of China. It is one of the three official media outlets for Chinese communist party and Chinese government, together with CCTV (China Central Television) and Xinhua News Agency.

The newspaper provided direct information on the policies and viewpoints of the Party. The paper established the People’s Daily Online (website) in 1997 and maintained a multilingual internet presence. The editorials in the People’s Daily are also regarded both by foreign observers and Chinese readers as authoritative statements of government policy. It published worldwide with a circulation of 3 to 4 million in eight languages. The foreign language versions offer less in-depth discussion of domestic policies and affairs and more editorial about China’s foreign policies and motives, often explaining China’s positive intentions.

Although People’s Daily is a party-run newspaper, it has faced a decline of governmental subsidies combined with increasing market competition. Its online edition with ads banners was a sign of its effort to modernize.

Possible media coverage
On its English online version, its subsection in “Business” is the most possible place to hold a feature piece (interview). Additionally, if they could publish an article in its print version, that would be a big deal too. That would make it easier for Fleishman to further its relationship with government sectors in China.

Here’s a sample interview with Volkswagen’s CEO:
**Suggested Interview**

- Needs to be put into a larger picture rather than the company itself—for instance—what role do international communication firms such as Fleishman-Hillard play in the relationship between China and the U.S?

- Other similar firms like Fleishman Hillard has entered China’s market even earlier. Thus it is worth pointing out the competitive advantage of Fleishman Hillard compared with other international PR firms as well as Chinese local firms.

- The interview with People’s Daily is always China-centric and it needs to align with the interest of China, especially the party’s interests. Questions such as “what can strategic communication firms do to support Chinese companies and government” might also be raised.

- **Global Times** is a daily tabloid under the auspices of the People’s Daily, focusing on international issues. It established its English language version in 2009, as part of a Chinese campaign costing 45 million RMB to compete with overseas media. They has a business section with detailed subsections.
**Xinhua News Agency**

**Basic Information**

Xinhua News Agency is the largest news agency in China and is subordinate to the State Council and reports to the Communist Party of China’s Propaganda and Public Information Departments. It has 107 foreign bureaus worldwide and feeds news to most Chinese newspapers that cannot afford to have foreign correspondents abroad and even on domestic news. People’s Daily, uses Xinhua material for approximately 25 percent of its stories. It prints in eight languages.

The agency was described as the “eyes and tongue” of the Party, observing what is important for the masses and passing on the information. Beijing has been cutting funding to Xinhua News Agency over the past years, and state funds currently cover only about 40 percent of Xinhua’s costs. Thus the agency is raising revenues through involvement in public relations, construction, and information-servicing businesses.

The agency recently began to merge its news and electronic media coverage and has increased its English coverage through its wire service and website.

Xinhua News Agency is also one of the Chinese media organizations that produce reports for the “internal” journals that are published exclusively for government and party officials.

Xinhua News Agency also suffered from criticism and doubts from foreign media for its role of party organ.

**Possible Media Coverage**

An interview piece could possibly be placed in their World or Business sections on their English language website. For their Chinese website, it could be an article under Xinhua Finance – International.

It’s worth noting that Xinhua News has a video section call “Xinhua Talk” on their website and they have interviewed a bunch of people including political figures, economists, diplomats and etc. Maybe there’s also a possibility there.
Xinhua News agency also owned a 24-hour English TV channel – CNC World. They don’t have a big audience right now, but they do have lots of coverage in Washington D.C. and they have reporters here. It might also be interesting if we could contact some for interviews.

Sample interview piece with Irish political observer Brendan Halligan

http://news.xinhuanet.com/english/world/2013-06/16/c_132459135.htm

Suggested Interview

• If an exclusive interview is a possibility, it would be great. But even if not, Xinhua has news analysis under their “in-depth” section. They always seek for expert quotes for their own point of view. This might also be another possibility. To some extent, that seems more objective and convincing.

• Xinhua is more news savvy. Thus we could find some relevant events or recent issues to bring the topic up to the front first. And then followed by your comments on such issues on a broader perspective such as China FDI in the U.S., U.S. investment environment.

• It will also be helpful if we could identify a specific reporter/editor that is working on related topics and then we could contact for potential interviews.
China Enterprise News

Basic Information
China Enterprise News is the only central level newspaper that targets at enterprises and entrepreneurs in China. It’s in Chinese language only. Its print version published weekly and distributed both domestically and internationally. China Enterprise News also builds up a website in together with China Entrepreneur Association and China Enterprise Confederation. It provides up-to-date information on companies, finance, industries and etc. It targets at companies and entrepreneurs. Their print paper circulation is about 350,000.

Possible Media Coverage
• Their online TV section has held many one-on-one interviews with diplomats, economists, executives and etc. Some interviews are in the form of consecutive interpretations for foreign interviewees. Some are just in English with their reporter. To be honest, these video productions are sort of low quality and don’t seem like a good way to promote the company images. Here’s an example -
  http://ceitv.zqcn.com.cn/qyhd_20130608_729410.html
• They have an online database for companies and their entrepreneurs, but all of them are Chinese companies.
• The website seems to have companies who want to put their information online as their clients, and post positive information for them on their website.
• It doesn’t hurt to put some information about FH on their website, but print version might be more valuable to promote FH’s brand in China
Administration of Press and Publication of China

Basic Information

It is the administrative agency responsible for regulating and distributing news, print and Internet publications in China. This includes granting publication licenses for periodicals and books. It also liaises with other state authorities such as the State Administration of Radio, Film and Television (SARFT), the Publicity Department, the State Council Information Office and Xinhua.
Other Suggested Media Outlets

**ADQUAN.COM 广告门**

This website was founded in 2006, born out of a blog. It is an information platform that covers brand communications, advertising, public relations, social media, online interactive, etc. It is very influential in the advertising firms, communication firms, media outlets and many companies across the industries in China right now. In addition to providing information on their website, they also sell ads spots on their site, provide training to companies, organizations and individuals, post hiring info online. Furthermore, one of their core functions is to help companies to find the right communication firm to work with. They covered a lot about what’s happing in the industry right now. FH could possibly get a spot on their website about its global China Practice. The website is in Chinese language.

News Dept. Contact

Phone: (+86) 10 – 85887919

Email: adquannews@163.com

Editor in Chief: Miao Hao  Email - miaohao@adquan.com

**CHINA DAILY**

China Daily was established in June 1981 and has the widest print circulation of any English-language newspaper in the country (over 500,000 copies per issue, of which a third are abroad). The editorial office is in the Chaoyang District of Beijing, and the newspaper has branch offices in most major cities of China as well as several major foreign cities including New York City, Washington, D.C., London and Kathmandu. The paper is published by satellite in the United States, Hong Kong, and Europe. It is regarded as the English-language "window into China" and is often used as a guide to official policies. Since China Daily has a US edition website, the information there is very much US-China centric.

**SHANGHAI DAILY**
It’s an English-language newspaper in China started in 1999 and owned by Wenhui-xinmin United Press Group. Its primary audience is expats living in Shanghai, visiting foreigners, mainly overseas investors and tourists to Shanghai, and local white-collar workers proficient in English. It has a foreign investment subsection under Business section.

**Media outlets under Southern Media Group**

*Southern Weekend 南方周末*

It’s a weekly newspaper based in Guangzhou, China, with news bureaus in Beijing, Shanghai and Chengdu. It has over 6,000,000 readership and circulation over 1.6 million copies – the biggest weekly circulation of any newspaper in mainland China. *Southern Weekly* is considered the most outspoken newspaper in China. It is strongly recommended by liberal intellectuals and is said to contribute to public democratic debate and the formation of civil society. *The New York Times* has described the *Southern Weekend* as "China's most influential liberal newspaper".

*Southern People Weekly 南方人物周刊*

It’s comprehensive magazine that covers a lot on popular figures. There might be a one-on-one interview opportunity here for a feature story. They cover people in real estate, businessman, entrepreneurs, elites and economists.

*Southern Metropolis Daily 南方都市报*

It is a daily Tabloid newspaper published in Guangzhou, sister to the Southern Daily and part of the giant Southern Media Group. Its circulation is mainly in the Pearl River Delta area, including Guangzhou, Shenzhen, Hong Kong and Macau. The paper is quite popular for its investigative reporting, which sometimes gets into trouble with the Beijing authorities. But it has highest popularity in the southern part of China with the circulation of 1,690,000 daily. They have both economics and international sections on their daily newspaper.
Section V Company Information

2011-2012
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</tbody>
</table>
Aigo Digital Technology Co., Ltd. (Beijing)

Contact Person
Feng Jun 冯军/Chairman

Personal info: He actively advocates for building Chinese domestic/indigenous brands for and privately owned companies to take a leadership role in industry upgrading. At FT November 2012 summit in Beijing he made comments about Chinese companies be more corporative locally to win hearts and minds of foreign media and business.

Contact Information
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Fax: (+86) 10-82607775

Company Profile
Aigo (literally "patriot") is the trade name of consumer electronics company Beijing Huaqi Information Digital Technology Co Ltd. Aigo products have included MIDs, digital media players, computer cases, digital cameras, computer peripherals, etc. Established in 1993 and located in Beijing, Aigo Music operates a digital music service much like iTunes. The first of its kind in China, it is, as of 2009, the biggest portal for legal downloading of music in the country. Established in 1993, Aigo Digital Technology Co. Ltd (Aigo) is a high tech company. Aigo currently has about 1900 employees in 17 subsidiaries and regional offices in Hong Kong, United States, Singapore, France and several R&D centers. With Aigo Digital Technology Co. Ltd at its core, Aigo has developed into an IT enterprise dedicated to R&D and brand promotion.

Important Issues
AIGO offers full advertising services to create powerful brands through innovative, unique approaches that engage the target audience. Aigo has created something called the Aigo Entrepreneurs Alliance between major Chinese companies that want to better understand the world in order to successfully enter new markets. The Alliance is organizing a world tour to different countries across Europe, South East Asia, America and Africa for executives to meet potential partners and scope out the market. The outcome for some companies, maybe to set
up regional offices to establish a presence and better localize products. Between 22\textsuperscript{nd} to 25\textsuperscript{th} of March a delegation of more than 50 CEO's of major Chinese companies visited Group Bernaerts. It was reported that Aigo's operation declined in 2012, almost half compared with that in 2011, which was similar in this industry in China.

**Financials**

Revenue: 500 mm RMB  
Profit: 2 mm RMB

**Media Presence**

Although Aigo has a decent public image in China, its presence in America is not as good. Their North America partner is called "Patriot Digital". But the company has almost no appearance in news or other media platforms. If they want to enter the U.S. market, they need find a PR firm to help with their market entry and to improve their brand image among the public through media.

Social media: Yes. Sina Weibo follower: 400 thousands. Function: to promote its products and promotional events.

**Points**

Brand Building
Anshan Iron and Steel Group Corporation (Anshan, Liaoning)

Contact Person
Yin Li 尹利/ Party Committee vice Secretary & Trade Union Chairman 党委副书记兼工会主席

Personal info: He has a more important title - Standing Committee Member for Anshan city, his background has more climbing up the Party ladder than managing company. Anshan is the steel capital of China.

Contact Information
Address: 396 Nan Zhong Hua Lu, Tie Dong District, Anshan, Liaoning 114003, China
Tel. +86-412-472-3090
Fax +86-412-772-3080
Chairman: Zhang Xiaogang

Company Profile
It is the second-largest steel maker in Mainland China by output, focuses on producing high-end products such as electroplating, color-coated, and silicon flat steel products to make car bodies and computer and telecommunications equipment.

Important Issues
Ansteel now has three major production bases – Anshan Base, Bayuquan Base and Chaoyang Base, with an integrated and potential capacity of more than 25 million tons, and has made important breakthroughs in diversified business and international operation. By 2015, Ansteel will rank among the world top 10 steel makers with an annual raw steel production, and become a super large-sized transnational group corporation with powerful main business of iron and steel, diversified industry structure and strong international competitiveness. In 2010, it formed a controversial joint venture with Steel Development Co. for a US operation. Some 52 lawmakers opposed the deal, calling it a threat to US national security. The chairman of Ansteel Mr. Zhang is the chairman of Worldsteel.

Financials
Revenue: 150000 mm RMB
**Media Presence**
The company's intention to expanding globally is obvious. But their pain point is that the previous failure of its investment in the U.S. already put the company in a tricky position - a threat to American national security and American jobs. If they want to invest in the U.S. again, they need to change the public and media's impression on the company - such as it's also a way to create job for Americans.

Social media: Yes. Sina Weibo followers: 100 thousands. Function: to promote company culture.

**Points**
Brand Building
Media Couching
BYD Auto (Shenzhen)

Contact Person

Ni Yidong 倪宜东 / Vice President

Personal info: He is the MD for BYD North America and in charge of pushing EU model E6, F3DM and F6DM onto US streets. BYD North America HQ broke ground in LA in Oct 2011 with ambitious goals to compete over fuel efficiency technology and win contracts with bus fleet operators, rental car and car leasing companies.

Contact Information

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Tel: +86-755-89888888
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IR Department Email: ir@byd.com

BYD North America Headquarter

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Investor and Media Relations Consultant:

iPR Ogilvy Ltd.

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Company Profile

It’s a Chinese manufacturer of automobiles, rechargeable batteries and mobile phone components based in Shenzhen, Guangdong province. BYD topped the 2010 Bloomberg
BusinessWeek Tech 100 list. The name BYD may be an acronym derived from either the company's Chinese name or from the phrase "build your dreams". It listed on the Hong Kong Stock Exchange on 2002.

**Important Issues**

BYD just opened an electric bus factory last month with more than 10 million investments. The factory locates 70 miles North of Los Angeles in Lancaster, California. This is the first time a Chinese bus company opening a manufacturing plant in the U.S. and first America plant for BYD. Now BYD has a contract with Long Beach Transit for 10 buses in will start its service in 2014. In order to success in the U.S. market, there are a lot more to do.

**Financials**

Profit: 2523 mm RMB

**Media Presence**

As a Chinese automobile company that wants to broaden its market in the U.S., they need to work on changing the old perceptions that people have towards Chinese car makers. They also want to greatly promote the core concept of “green car”, which is one of their selling points in the U.S. We could also help them with their market entry here in the U.S.

Social media: Yes. Sina Weibo followers: 345.5 thousands. Function: product and event promotion, consumer interaction.


**Points**

Brand Building

Market Entry
China CAMC Engineering Co., LTD. (Beijing)

Contact Person
Luo Yan 罗艳/Chairman
Zhang Yu 章瑜/Assistant to Chairman

Personal info: Luo Yan is a figure head for CAMC and makes frequent appearances on CCTV and regional forums, predominately with ASEAN nations now as CAMC’s recent focus is engineering project contracts at Laos.

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Fax: 8610-82688688, 82688588
Email: camce@camce.com.cn
Secretary of board: Zhang Chunyan Tel: 8610-82688606

Company Profile
It was incorporated by reputable and industry noted domestic foreign trade companies, design institutes, machinery manufacturers and construction companies. CAMCE is listed in Shenzhen Stock Exchange in June 2006. CAMCE’s business mainly covers engineering procurement construction (EPC) projects. The scope includes overseas projects and international biddings within China; equipment and materials export for overseas projects; labor services for oversea projects, production and service functions; import and export business for products and technologies; processing of raw materials sourced from overseas, counter trade and entrepot trade.

Important Issues
The Company operates its business mainly in Asia, South America, Africa, Europe and China. In May 2013, Procon Holdings (Alberta) Inc, a majority-owned unit of the Company, acquired a
37.941% interest in Lincoln Mining Corp. China CAMC Engineering Co. has been involved in the surveying and implementation of hydropower projects in Burma.

**Financials**
Revenue: 10154 mm RMB
Profit: 634 mm RMB

**Media Presence**
Their website is well-designed and might be having contract with other media company already. Also the company really pays attention to employee training. Media coaching could be a potential area for corporation for this company that really wants to expand globally.
Social media: no.

**Points**
Media Coaching
Contact Person

Zhou Jichang 周纪昌/Chairman (outdated)

According to their current website, they have a new chairman, Liu Qitao.

Chang Yunbo 常云波/Assistant to the General Manager of the Overseas Business Department

Personal info: Zhou Jichang is an engineer by training, a veteran in road-bridge construction sector and rose from municipal offices to the HQ. He lacks international exposure but has forged partnership with companies like SANY to participate in critical engineering projects overseas.

Contact Information

Investor Relations team

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Ms. TAN Lu 谭璐

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Overseas Business team

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Company Profile

CCCC is the largest Mainland China's infrastructure government-owned enterprise company listed in Hong Kong Stock Exchange Market. The group is engaged in the construction and design of transportation infrastructure dredging and port machinery manufacturing business. It is the largest port construction and design company in China, the largest dredging company in China and the third largest in the world. CCCC now holds the stocks of the Bank of Communications and the China Merchants Bank.

Important Issues

The Company has actively participated in and competed for projects under external assistance and the international contracting projects. It has established an eminent reputation in Asia, Africa, Middle East and South America for the past 20 years. It has been included in the Engineering News Records’ (“ENR”) list of the world’s top 225 international contractors since 1992 consecutively and remains ranked the first among the Chinese enterprises in ENR in 2008 in terms of revenue from overseas projects.

The Group is subject currently to a lawsuit in the High Court of Malaysia alleging conspiracy and fraud with regard to the Penang Second Crossing on the part of China Communications Construction Group under Mr Zhou JiChang and China Harbor Engineering Company then under Mr. Meng FengChao. Both were deeply involved in actions that led to the award of the project to CHEC instead of sister company, CRBC. Mr Meng has since left and now heads China Railways Construction Company. On Apr.12, 2013, Liu Qitaq became the chairman of this company.

Financials

Revenue: 284281 mm RMB
Profit: 11767 mm RMB

Media Presence

Ranked #280 in Forbes Global 2000. The company is very low-profile in media presence with major foreign investment in Developing countries.

Social media: no.
Points

Market Entry

Crisis Management

Media Coaching
China International Energy Source Group (Beijing)

Contact Person

Wu Guodi 吴国迪/Chairman

Personal info: Confident about China’s energy security, he made bold projection that China will become fuel independent in 50 years. His view on learning from the West has been drastically changed by 2009 financial crisis.

Contact Information

CIEG Asia Pacific Headquarter

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FAX: +86-10-85871617, +86-10-85871083

MAIL: cieg@cieg.com.cn

Website: www.cieg.com.cn

Company Profile

CIEG is devoting to exploring large and high quality oil, natural gas, mineral resources and relevant industries world-widely, and proceeding early-stage evaluation and exploitation. It has close cooperation relationship with local government and also focuses its business on ecological city planning and developing. The Headquarters of CIEG (Asia Pacific) is located in Beijing, China and focuses on investment in traditional energy, new energy and resources as well as ecological city planning & developing, by virtue of Beijing’s advantages in Chinese economy, information and finance. Recently, CIEG is cooperating with world-class energy enterprises in exploiting coal & electricity integration projects and has established strategy partner cooperation relationship with them; CIEG also takes part in the project of exploring 1.45 billion tons of crude oil in Western China and overseas; its joint ventures and cooperated companies control 20 billion tons of coal reserve; meanwhile, CIEG is cooperating with other companies in developing digital centers, world trade centers as well as planning and construction of ecological cities; in Africa, CIEG and strategic partners have copper ore mining rights for 30,000 square kilometer, which is
expected to reserves 1 billion tons; and it is planning for a 5 million KW wind power generation project with partners in Western China; In Brazil CIEG with strategic partners together invest and develop an oil shale project which is expected to reserves 1.7 billion tons.

**Important Issues**

In view of responsibilities it assumes for the local economic construction and public welfare undertaking, CIEG was rated as one of "China Top 100 Most Potential Brand Enterprises" in August, 2012 and Dr. Wu Guodi, the Chairman of its Board of Directors, was honored as "2012 Brand China Annual Character" by Brand China Industry Union and the mainstream media, which fully demonstrates that CIEG led by Wu will have stronger social influence and create higher value for both China and its shareholders. In China several of CIEG’s joint ventures have been listed in the top 100 of the "Top 500 Chinese Companies" for consecutive 10 years. To predict the total assets of CIEG (includes joint ventures and holding company) will reach ¥135 billion and bring ¥10.5 billion tax to government at the end of 2012.

**Financials**

Revenue
Profit

**Media Presence**

April 2013, the California Governor Jerry Brown met with the chairman of CIEG to talk about establishing energy investment and corporation between CIEG and California. Although they don't really have follow-up investment talks, but there's a sign that this kind of investment is welcome in California. China is the third-largest export destination for US and California exported $14 billion in products to China in 2012, more than any other state in the US, according to US Census Bureau data. Huffington Post and China Daily have coverage on the investment, in a positive way.

Social media: no

**Points**

Management Innovation
Chongqing Helicopter Industry Investment Co., Ltd (Chongqing)

Contact Person
Huangyong 黄勇 / Chairman

Contact Information
Address: 60 Xingguang Ave, Tianwangxing Building, C1 Floor 6, Yubei, Chongqing, China, 401121
TEL/fax: +86 23-67886800
Investment and development dept.: +86 23-67886782

Company Profile
Company’s business include investment helicopter (light aircraft) and other aircraft machine and related spare parts R & D, manufacturing, sales, repair, consulting, training services. The company’s registered capital of 3 billion RMB. Chongqing is one of more than 20 provincial areas or cities across China that have devised plans to explore the general aviation industry after State-level plans were issued in 2010.

Important Issues
Chongqing Helicopter Investment Co Ltd, which acquired US helicopter manufacturer Enstrom Helicopter Corp in December 2012, has received 10 domestic orders and 40 foreign orders. This will be an interesting company to speak with. Last year, commercial helicopter and aircraft ranked number 2 on Chinese import. This company was hand-picked by Chongqing government to source global partners. In 2011, they signed strategic framework agreement with Agusta Westland, a Finmeccanica company. Its value for small US aircraft makers will be providing inroads into the booming Chinese commercial flight market.

Financials

Revenue

Profit

Media Presence
The US media has limited but positive coverage on the acquirement of Enstrom Helicopter Corp by the Chinese company due to the expansion of Enstrom itself this year.
Social media: no

**Points**

Partnership Building
CNOOC Group (Beijing)

Contact Person
Li Fanrong 李凡荣/ President & CEO

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Tel: (8610) 8452 1604
Fax: (8610) 6460 2503
Website: www.cnoocltd.com

Company Profile
The CNOOC Group is a state-owned oil company, fully owned by the government of the People's Republic of China, and the State-Owned Assets Supervision and Administration Commission of the State Council (SASAC) performs the rights and obligations of shareholder on behalf of the government. Its subsidiary, CNOOC Limited, is listed on the Hong Kong exchange, while its other subsidiary, China Oilfield Services, is listed on both the Hong Kong and New York exchanges. It is the third-largest national oil company is mainland China after CNPC and China Petrochemical Corporation.

Important Issues
Last month, BG Group (a British multinational oil company) has signed another binding contract with China National Offshore Oil Corp. (CNOOC) for the sale of upstream assets in Queensland for $1.93 billion (Aus.) CNOOC will acquire 20% interest in coal seam gas (CSG) reserves and resources from permits in the Walloons trend in the Bowen basin as well as an additional 40% equity in Train 1 at the Queensland Curtin Island CSG-LNG plant.
Financials
Revenue: 245.5 billion RMB
Profit: 63.7 billion RMB

Media Presence
This company has many controversies over the past decade. In 2008, the US Treasury implicated that CNOOC has been cooperating with a company run by a family notorious for heroin-trafficking. And in 2007, the company was involved in the human right abuses in Burma. It has been accused of involving in persecution against Falun Gong and etc. It seems this company has many pain points in its public image.
Social media: no.

Points
Media Couching
Crisis Management
Dongfang Electric Corporation (Chengdu, Sichuan)

Contact Person
Zhu Yuanchao 朱元巢/ Vice President

Personal info: As one of the 53 backbone state-owned enterprise concerning national security interest, DEC fully deserves to be the national champion in heavy machinery manufacturing and a winning general contractor for power plant projects global-wide. Mr. Zhu went through engineering school and Party School, and has served as Chief Engineer for a decade.

Contact Information
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DEC International
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Fax: +86-28-87019555
Email: email@dongfang.com.cn

Company Profile
It is one of the largest enterprises in China engaging in the manufacturing of power generators and the contracts of power station projects. It is a state-owned enterprise managed by the State Council of the People’s Republic of China.

Important Issues
Being an active international Contractor, DEC takes the lead in China particularly in contracting international power stations and a wide variety of large engineering projects, and exports complete plants and equipment to over 30 countries involving projects in such diverse fields as power generation, electric and mechanical works, power distribution and transmission, railways, environmental protection, heavy duty mining and metallurgy equipment, traffic and transportation, communication etc., from which DEC has gained recognition worldwide and been selected as one of The Top 225 International Contractors in the world for many years by the well-reputed Engineering News Record of USA since 1996.
Financials
Revenue: 38.0 billion RMB
Profit: 2.2 billion RMB

Media Presence
The company's website is well-built and well-designed. It offers information in five languages, which shows they have really expanded globally. The company always appears in Chinese domestic media and their president Mr. Wang Ji has his media presence frequently as a source of expert. However, there is very limited international media coverage on this company and thus people don't recognize its brand abroad.

Social media: no

Points
Brand Building
Export-Import Bank of China (Beijing)

Contact Person
Mo Yanping 莫艳苹 / Assistant General Manager Corporate Banking Department  
Chang Yu/ Director of North American and Caribbean Division, Corporate Banking  
Department

Contact Information
Address: No.30, FuXingMenNei Street, XiCheng District, Beijing 100031, P.R.China  
Tel: (8610)8357 9988  
Fax: (8610)6606 0636

Company Profile
Founded in 1994, the Export-Import Bank of China is a state bank solely owned by the Chinese government and under the direct leadership of the State Council. Its international credit ratings are the same as China's sovereign ratings. It is one of three institutional banks in China which chartered to implement the state policies in industry, foreign trade, diplomacy, economy and finance to provide policy financial support so as to promote the export of Chinese products and services. By the end of 2012, the Bank had 21 domestic business branches and three overseas representative offices, namely, the Representative Office for Southern and Eastern Africa, Paris Representative Office and St. Petersburg Representative Office. It has established correspondent banking relationship with more than 1,280 banks.

Important Issues
In 2012, the Export-Import Bank of China provided loans to Wanda Group for the acquisition of AMC. Currently they have three overseas offices - Paris, St. Petersburg, and Southern and Eastern Africa. Recently, EXIM Bank of China has signed to provide $448m to Pakistan for Neelum-Jhelum Hydropower project.

Financials
Revenue: 19.8 billion RMB  
Profit: 3.79 billion RMB
**Media Presence**

There are some international media presences on this bank, but mostly about its investment or loan abroad, and its financial power is huge. A lot of banks don't want to work on their PR because they are too large and strong, and lots of their businesses are B-B instead of directly facing their customers. If FH wants to partner with them, there's a strong need to convince them the important of communication even their focus is not on B-C side.

Social media: no

**Points**

Media couching
**FOSUN (Shanghai)**

**Contact Person**

*Patrick Zhong 仲雷 / General Manager of the Department for International Development*

*Jackson Fu 付宇鹏 / Senior Investment Officer of Fosun Property Holdings*

*Guo Guangchang 郭广昌 / Chairman*

**Personal info:** Fosun chairman Mr. Guo took a personal interest in investing in retirement real estate and exercised its investment arm and took stakes in Brookdale Living and Holiday Retirement. Pledged to be Warrant Buffet of China, Mr. Guo is transforming his empire into a three pillar model: industry, insurance and investment. Toward that goal, Fosun and Pramerica Financials jointed hands in 2011, created a 0.6Billion equity investment fund. Mr. Guo is also a Deputy to the Twelfth National People’s Congress of the PRC, a Standing Committee Member of All-China Federation of Industry & Commerce, a Standing Committee Member of All-China Youth Federation, and Honorary Chairman of Zhejiang Chamber of Commerce in Shanghai. Mr. Guo is also dedicated to charity work. He currently serves as the Vice Chairpersons of China Glory Society, YouChange China Social Entrepreneur Foundation and Youth Business China Foundation.

**Contact Information**

PR department: +86 21 2315 6760/PR@fosun.com

Investor Relations department +86 21 2315 6838/IR@fosun.com

**Company Profile**

Fosun Group was founded by four university graduates from Fudan University in 1992 and it is a classic story of success after China’s reform and opening-up. In 1990s Fosun started its business by doing market research. Then Fosun extended its business into healthcare industry and real estate area etc.

**Financials**

Revenue

Profit
Media Presence

Fosun is very active in media presence all over the world due to its active investment and ambitious expansion. According to WSJ, Fosun is raising a $1 billion private-equity fund that will invest in Europe and international companies seeking to expand in China, according to a person familiar with the situation. The company has a U.S. dollar fund with U.S. insurer Prudential Financial although that is already 80% invested. That fund is worth $600 million, and focuses on overseas investments like the current U.S. dollar fund that Fosun is raising. The article also mentioned that Chinese private-equity firms, which haven't yet built up a strong international portfolio, generally face more challenges than their more established global counterparts when raising dollars from overseas investors. This is what FH could help.


Points

Investor relations

Brand Building
Gree (Zhuhai)

Contact Person

Dong Mingzhu 董明珠/Chairman

He Tao 何滔/Assistant

Personal info: Ms. Dong was selected by Time as most influential business women for six years.

Contact Information

Gree China Tel: 86-756-8522218
Gree US: Address: 20035 E Walnut Dr. North, City of Industry, CA, 91787
Tel: 909-718-0478
Fax: 909-718-0468

Company Profile

Gree Electric Appliances Inc. is a Chinese major appliance manufacturer. It is the world's largest residential air-conditioner manufacturer. Gree has 9 production bases in Zhuhai, Chongqing, Hefei, Zhengzhou, Wuhan, Shijiazhuang, Brazil, Pakistan and Vietnam with an annual production capacity of 60 million residential air conditioners (RAC) and 5.5 million commercial air conditioners (CAC). Gree enjoys a sound reputation for its quality products and outstanding performance. It has more than 200 million users’ choices globally and has topped No.1 in RAC sales volume in global market since 2005.

Important Issues

Its move to open Californian manufacturing plant in 2012 was interpreted as showing confidence in product quality, energy efficiency standard, and indigenous IP. Gree has four oversea sales companies, including Spain, Dubai, US, and Brazil.

Financials

Revenue: 99.3 billion RMB
Profit: 7.4 billion RMB

Media Presence

With the slogan that Gree has From ‘Made in China’ to ‘Created in China’, Gree, changes for life, the company is really dedicated to go global and make Gree as a well-recognized brand globally.
Gree has a very active Weibo account in China with more than 208 thousands followers, which is high in such industry. Gree pays attention to interacting and communicating with their consumers. It also has very positive media presence in China. However, the brand is not well-recognized here in the US with almost no media coverage on this brand. In order to achieve this go global goal, especially entering the U.S. market, Gree might need to apply its domestic communications here in the States with localized strategies.


Points

Brand Building

Market Entry
Reignwood (Beijing)

Contact Person

Yan Bin 严彬 / Chairman

Personal info: The boss was the fourth position in Hurun report rich list of China 2012

Contact Information

Address: 8 Yongandongli, Jianguomenwai Ave., Beijing, 100022
Tel: (+86) 10 85288528

Company Profile

For 20 years, Reignwood Group has grown to become a multinational enterprise with investments in key industries including modern services, consumer goods, green industries, health & wellness, financial services, real estate, aviation, energy and mining. Reignwood has been nominated by CCTV as most valuable Chinese brands in 2012. The company is making big strides in deep water related high-tech (including drilling, natural gas well development, and ocean thermal energy conversion) as well as private aviation. Its subsidiary OPUS has contracted with Lockheed to pioneer and operate the world’s first ocean thermal generator.

Important Issues

According to a recently Bloomberg report, Lockheed Martin Corp. (LMT) and China’s Reignwood Group will build a plant to generate electricity from differences in ocean temperatures, using technology the U.S. defense company previously worked on in the 1970s. Also recently, West Mountain Capital Corp. has entered into a joint venture agreement with The Reignwood Group that provides the basic terms and conditions for the organization of a jointly owned corporation named Reignwood Environmental that will engage in the environmental business of site remediation, brownfield redevelopment, oily sludge treatment and other business opportunities identified by WMT and Reignwood. Reignwood Environmental is to be owned as to 55% by WMT and as to 45% by Reignwood.

Financials

Revenue/Profit
Media Presence
Reignwood has invested globally and thus has earned international media coverage internationally (but still limited). The foreign media coverage on Reignwood is more factual based without positive or negative indication. The domestic media has covered a great deal of the company’s chairman's personal story. The company also devoted into charity and thus earned some complimentary reporting from the media. But at the same time, because of its unsuccessful investment in suburban area of Beijing, the media also some doubts on the company. The company’s website is well designed. However, in news center, many news articles can only show in Chinese. There’s more of corporate communication work they could possibly work on to strength its brand and public image, especially on international stage. The company is very strong in leisure, entertainment, hospitality and tourism, and is very much consumer faced. They need better communications with their end users.

Social media: no company official Weibo account.

Points
Brand Building

Social Media Campaign
Shuanghui (Henan)

Contact Person

Wan Long 万隆/Chairman

Personal info: Ms. Dong was selected by Time as most influential business women for six years.

Contact Information

Shuanghui Group Address: 1 Shuanghui Rd., Luohe, Henan

Tel: (+86) 0395-2622616 Fax: 0395-2623398

PR Dept. Tel: (+86) 0395-2676978 Fax: 0395-2676967 sh@shuanghui.net

Shuanghui International: 76/F International Commerce Centre, 1 Austin Road West, Kowloon, Hong Kong

T +852 2868 2828 F + 852 2868 6001 E info@shuanghui.net

Company Profile

It is one of the largest meat food processing companies in China, which offers high-temperature meat products, low-temperature meat products, fresh meat and frozen meat.

The relationship between Shuanghui Group and Shuanghui International: Shuanghui International Holdings Limited is a holding company that counts among its shareholders CDH Investments, Goldman Sachs, New Horizon, Kerry Group, and Temasek, as well as Shuanghui employees and management. The company’s subsidiaries, Shuanghui Group and Rotary Vortex Limited, are the majority owners of China’s largest meat processing enterprise, which is listed on the Shenzhen Stock Exchange as Henan Shuanghui Investment and Development Co. (SHE: 000895).

Important Issues

Health inspectors detected the illegal food additive clenbuterol in pork products from a subsidiary of Shuanghui, which makes the company fall into trust crisis. In 2006, a joint venture of Goldman Sachs and private equity firm CDH Investments bought all of Shuanghui Group’s
state-owned shares. The purchase of Smithfield Foods is about $4.72 billion and money comes from both Shuanghui International and Goldman Sachs.

**Financials**

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<th>Revenue</th>
<th>Profit</th>
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**Media Presence**

Shuanghui has attracted much media attention on its acquirement of Smithfield recently both domestically and internationally. Based on the media coverage, Smithfield has emphasized the point that this acquisition will only make Smithfield part of a global organization and brings them to a larger market in China, with no impact on the way they do business and their product quality. From Shuanghui’s perspective, they need to take advantage of Smithfield’s brand image on its quality meat product, to rebuild the public trust on their product back in China. They need to take different marketing approaches here in the U.S. and back in China. The shared value is that Shuanghui has to get rid of the “unsafe food” label in both markets. In China, they could make “Chinese native brand” as one of their selling point while providing high quality product from the U.S. In the U.S., they need to prove their competitive advantages by meeting all safety standards while providing differentiated product.

Shuanghui International just had a new version of their company website and it’s really well-designed with interactive functions and is really Americanized. SPRG is the PR firm that currently working with them. This company is a quite popular PR firm in Asia, especially in greater China area. The company both helped Chinese companies with their domestic as well as international businesses, and also helped foreign companies to localize in China. They don’t have a PR firm in the U.S. though.


**Points**

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Sichuan Changhong Electric Co., Ltd (Mianyang, Sichuan)

Contact Person
Luo Guangqiang 罗光强 / Director of Overseas Strategy & Development

Contact Information
Address: 35 East Mianxing Road, High-Tech Park, Mianyang, Sichuan, China, 621000

Company Profile
It is a consumer electronics company founded on 1958. It is the second largest manufacturer of televisions in China. In 2004, 90% of the television sets exported from China to the United States was made by Changhong.

Important Issues
In 2005, Changhong invested over US$15 million on the first-stage project of the Czech production base with a total workshop area up to 10,000 sq m. The plant mainly produced flat panel TVs and CRT HDTVs to be distributed in the Czech Republic and other European countries. At the end of 2006, Changhong acquired a Korean company ORIONPDP with $99.9 million. In 2007, Changhong invested in Czech Republic to build the first overseas production base on independent investment. In 2010, Changhong establishes companies in Indonesia, Russia and Middle East. Right now Changhong has built R&D centers in the Silicon Valley of the U.S., Japan, Shanghai and Shenzhen. In the US, the company focuses on the production of Mobile phone and refrigerator.

Financials
Revenue
Profit: 52 billions

Media Presence
Despite the fact that Changhong has exported many TV sets to the U.S., it’s still not a well-known brand here. Changhong needs to build a local presence in order to compete with other TV manufactures. Chinese electronic consumer goods are always famous for its cheap price and then associate with poor quality. In order to further its expansion and development in the U.S., they need to build effective communication tools, especially with its consumers.

**Points**

Brand Building

Digital Communication
**Wanxiang Group Corporation (Hangzhou, Zhejiang)**

**Contact Person**

*Lu Weiding 鲁伟鼎/ Chairman*

*Yan Haitao 闫海涛/Secretary to Chairman*

**Contact Information**

Wanxiang America Corporation / Contact Info:

Pin Ni, President, pni@wanxiang.com

Gary E. Wetzel, COO/CFO, gwetzel@wanxiang.com

Michael J. Schaal, General Manager, mschaal@wanxiang.com

Address: 88 Airport Road, Elgin, IL 60123

Phone: 847-622-8838

Fax: 847-931-4838

Wanxiang China Contact:

Address: Wanxiong Rd, Xiaoshan District, Hangzhou, Zhejiang, 311215

Tel: 86-571-82832999

Fax: 86-571-82833999

Email: webmaster@wanxiang.com.cn

**Company Profile**

Wanxiang Group Corporation manufactures auto parts in China. The company offers universal joints, bearings, CV joints, drive shafts, auto batteries, shock absorbers, leaf springs, coil springs, brake discs, and tools. The company also engages in the businesses of agriculture, aquaculture, real estate development, and infrastructure development. In addition, it offers automobile driveline parts and industrial bearings; aquaculture products, such as eels and snakes; agricultural engineering; restaurant management; hotel management; and bridge and road development services. Further, the company provides power plant construction, international trading, and leasing and financial services, as well as trade consulting services in China.
**Important Issues**

Last January, Wanxiang Group Co., China’s biggest auto-parts maker, won approval from the Committee on Foreign Investment in the U.S. to buy most of the assets of A123 Systems Inc. (AONEQ), the bankrupt electric-car battery maker backed with U.S. government funds. Reuters has reporter in May that a team including former GM executive Bob Lutz and Wanxiang is looking to buy Fisker Automotive for $20 million, a fraction of the “green” car company’s estimated worth almost a year and a half ago. Both Lutz and Pin Ni declined to respond to this report. Wanxiang has bought the battery supplier of this company earlier.

**Financials**

Revenue: 81 billion RMB (2011)

Profit

**Media Presence**

The acquirement of A123 Systems has drawn great media attentions both domestically and internationally. The media coverage in China is quite positive, showing the increasing power that a Chinese auto-parts maker has. The media coverage in the U.S. is more of neutral. In order to open the U.S. market, Wanxiong needs a better communication package to help them connect with business/consumers. They need a better-structured American-centric website. The founder of Wanxiang is the son of a typical farmer in China. His personal story is quite popular and encouraging. Wanxiang needs to take advantage of these profile stories to personalize its company image.

Social media: no.

**Points**

Brand Building

Digital Package
## Category B (12)

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<td>Northern China (1)</td>
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<td>N</td>
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</table>
Chengzhi Life Science Co.Ltd. (Beijing)

Contact Person

He Jianping 何建平 / CFO

Contact Information

Address: Room 805C Tower B, Dongsheng Plaza, No.8 Zhongguancun East Road, Haidian District, Beijing

Tel.: 010-82526466 Fax: 010-82526963

Chairman: Long Dawei

Company Profile

Chengzhi Life Science Co., Ltd., founded in 2000, devotes in developing biological technology, and manufacturing nutraceutical, pharmaceutical, cosmetic, and animal health products. Its core technology is natural microbial fermentation. The company is composed of two R&D centers located in China and USA and three industrial production bases in China. The company is listed in Shenzhen Stock Exchange and controlled by Qinghua University. The company currently has more than 1900 employees with support from Tsinghua University and with several tens of professors, doctors, and masters as backbone, a team of high standard scientific research and management team is driving the ever changing operation of Chengzhi.

Important Issues

The company is composed of two R&D centers located in China and USA and three industrial production bases in China. January this year, Chengzhi acquired D-Ribose related assets from Bioenergy, U.S. It established the wholly owned subsidiary in the U.S. - Bioenergy Life Science Inc. The total investment was about $20 million. Leo Zhang - Chairman & CEO.

Financials

Revenue: 3383 mm RMB
Profit: 27 mm RMB
**Media Presence**

The company has literally no media presence in China as well as internationally. It has not yet been aware of the importance of external communication and there's a whole lot they could do to improve. They currently have an English website but it doesn't function well.

Social Media: no.

**Points**

Brand Building

Digital Package
China Qinfa Group (Guangzhou)

Contact Person
Xu Jihua 徐吉华/ Chairman

Personal info: Qinfa was among the first few private companies that utilized “Reverse Merger” to go IPO on HKSE in 2009. Mr. Xu is known as a philanthropist and has donated roads, schools and social infrastructures in his hometown Qin Huangdao. He didn’t make public comments on bringing his company globally.

Contact Information
Address: 22nd Floor, South Tower, Poly International Plaza, No. 1 Pazhou East Road, Haizhu District, Guangzhou, Guangdong, China 510308
Tel: 86 -020 -89898239
Investor relationship: James Wong - ir@qinfagroup.com

Company Profile
The Company, along with its subsidiaries, is principally engaged in the coal operation business involving coal mining, purchase and sales, filtering, storage, blending, shipping and transportation of coal. The Company operates in five segments: sales of coal, sales of iron ore, shipping transportation, coal mining and port business. In 2007, it ranked the largest non-state-owned coal operator in China in terms of business scale.

Important Issues
The company is composed of two R&D centers located in China and USA and three industrial production bases in China. January this year, Chengzhi acquired D-Ribose related assets from Bioenergy, U.S. It established the wholly owned subsidiary in the U.S. - Bioenergy Life Science Inc. The total investment was about $20 million. Leo Zhang - Chairman & CEO.

Financials
Revenue: 3383 mm RMB
Profit: 27 mm RMB
**Media Presence**

The company has no media presence in the U.S.

Social Media: no

**Points**

Brand Building

Media Relations
**Chongqing Foreign Economic and Trade Co., Ltd**

**Contact Person**

Zhou Xin 周欣 / GM of Market Development

Du Xianzhang 杜贤章 / GM of Overseas Construction

Zhao Jian/Chairperson of the Board and Party Secretary

Hou Yu/President

**Contact Information**

Address: 60 Xingguang Avenue Yubei, Chongqing, China

**Company Profile**

It is a state-owned municipal enterprise and the largest provincial foreign trade and economic cooperation enterprise in China. The Group mainly engages in trade, warehousing, logistics, project contracting, real estate development, development of mineral and energy resources both at home and abroad. Similar functions as State Economic Development Office in the US, these companies are privatized municipal bureaus that are tasked to compete against other localities to attract foreign investment (esp. Fortune 500s), boost trade and promote outbound commercial activities.

**Important Issues**

The Group has established subsidiaries, branch companies and representative offices in 13 countries such as Sudan, Tanzania, Uganda, Liberia, Libya, Jordan, Malaysia, Vietnam, Myanmar, Nepal, Malta, United Arab Emirates, and the United States, with more than 17,000 employees. The group is one of the shareholders of Chongqing Helicopter Investment Co., Ltd

**Financials**

Revenue

Profit

**Media Presence**

The company has no media presence in the U.S.

Social Media: no
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</table>
CITIC Group (Beijing)

Contact Person
Ju Weimin 居伟民 / Vice President

Contact Information
Tel: (8610)6555-8000(Beijing)
Fax: (8610)6555-0809(Beijing)
Email: ir@citicbank.com

Company Profile
The CITIC Group, formerly the China International Trust and Investment Corporation, is a state-owned investment company of the People's Republic of China, established by Rong Yiren in 1979 with the approval of Deng Xiaoping.

Important Issues
China CITIC Bank is a wholly owned subsidiary of China International Trust and Investment Corporation (CITIC). And it is China’s seventh-largest lender in terms of total assets. China CITIC Bank Corporation Limited provides a full range of commercial banking services including RMB and foreign currency deposit, loan, international and domestic settlement, currency trading, bank guarantee, and export credit.

Financials
Revenue: 89.4 billion RMB
Profit: 31.0 billion RMB

Media Presence
CITIC has invested globally on many projects and companies and it's quite popular in media coverage. However, its company website is highly problematic and needs to be fixed the sooner the better. Its contact info and English version cannot even be opened. The company really blocked its external communication vehicles.
Social media: yes, but only for CITIC bank and CITIC credit card. Sina Weibo follower: CITIC credit card – 756.7 thousands; function: credit card promotional info. CITIC Bank – 362.4 thousands; function: information about life philosophy and encouragement.

**Points**

Digital Communication
**Fuyao Glass (Fujian)**

**Contact Person**

**Cho Takwong 曹德旺 / Chairman**

**Contact Information**

Address: Fuyao Industrial Village, Fuqing, Fujian, 350301, China

Phone: 86-591-85383777

Fax: 86-591-85383666

www.fuyaogroup.com

**Company Profile**

It is principally engaged in manufacture and distribution of automotive, decoration and industrial glass. Fuyao Group is the largest, most advanced manufacturer, and the biggest exporter of the automotive glass in China.

**Important Issues**

Fuyao North American Incorporated (FYNA) is a subsidiary of Fuyao group and it is a comprehensive source for OEM quality automotive glass supply and service to the North American market. It provides source for products of its parent company, Fuyao Glass Industry Group Co., Ltd. (FYG).

**Financials**

Revenue: 10.2 billion RMB

Profit: 1.5 billion RMB

**Media Presence**

Fuyao Group’s official website is well designed with a news center providing internal news reports and links to media coverage. However, it does not have an English version of their website. There was a really simple website for its North American Incorporated, but providing only generic information. Earlier this month, the company has been visited and interviewed by a group of Chinese language media abroad. But the company has almost no presence in international media coverage.
Social media: no

**Points**

- Media Relations
- Brand Building
Golden Dragon Precise Copper Tube Group Inc. (Henan)

Contact Person
Li Changjie 李长杰 / Chairman

Contact Information
No 191 West Renmin Road, Xinxiang, Henan, 453000, China
Phone: 86 37 3268 2678
Fax: 86 37 3268 2182
www.gdcopper.com

Company Profile
It’s an international leading enterprise in the field of precise copper tube.

Important Issues
Golden Dragon Precise Copper Tube Group Inc. will build a $100 million manufacturing facility near the town of Pine Hill in Wilcox County. Once the facility is operational, GD Copper (U.S.A.) Inc. expects to employ 300 people with the potential for expansion to employ 500 people. The company will work with Alabama Industrial Development Training (AIDT) for workforce development. Golden Dragon Precise Copper Tube Group Inc., together with its subsidiaries, primarily manufactures and sells precise copper tubes in China and internationally.

Financials
Revenue: 35.0 billion RMB
Profit: 0.18 billion RMB

Media Presence
As world largest precise copper pipe manufacture and China’s copper industry standard setter, Golden Dragon has been riding on subsidizing policy tilting toward prop up home appliance sales into rural areas. In the consequential overcapacity situation, Golden Dragon desperately needs international market and long-term contracts with foreign home appliance sellers. During the April 2012 IPO, it took several PR hits, questioning its debt repayment ability and violation of labor law.
Social media: no

**Points**

- Reputation Management
- Partnership Building
- Crisis Management
Goldwind Science & Technology (Beijing)

Contact Person

Wang Haibo 王海波/ Executive Vice President
Ma Jinru 马金儒/Vice President and Secretary

Contact Information

No. 8 Bo Xing 1st Road, Economic & Technological Development Zone, Beijing, China, PC100176

Tel: +86 01-6751-1888

Media Contact: Jane Lee

Tel: +86-(0)10-67511888 ext.1037 / 2120

E-mail: news@goldwind.com.cn

Company Profile

It is a wind turbine manufacturer headquartered in Urumqi, Xinjiang, China. It is the second-largest China-based wind turbine manufacturer by 2011 market share and the third-largest in the world. Goldwind’s US office is based in Chicago, IL and currently employs about 50 staff. It has created over 500 US jobs while building a network of US-based suppliers including North Dakota’s LM Wind Power, the Timken Company in Ohio, Maxwell Technologies in California and Broadwind Energy in Wisconsin among many others.

Important Issues

Goldwind is among wind-power companies seeking to expand in Australia, which intends to generate at least 20 percent of its power from renewable energy by 2020. Australia requires electricity retailers to buy renewable energy certificates from producers of wind and solar power, providing an incentive to developers of the projects. Australia is set to install as much as 8,000 megawatts of wind power by the end of the decade.

Financials

Revenue: 11.3 billion RMB
Profit: 0.15 billion RMB
**Media Presence**

Gold Wind is a rare Chinese success in US. Among 14 ongoing projects in the Americas, its largest US presence, Shady Oaks Wind Farm, is warmly welcomed by Illinois Governor and has an install capacity of 109.5MW. Its buy-out of Musselshell Wind Farm in Montana from Volkswind USA reassured the removal of political blocks on its M&A endeavors in US. Because of it, Goldwind has received some media attention in the U.S., but limited. As a clean energy provider, the company could build a much better and friendlier image among the public and naturally open more business opportunities here in the U.S. as well as globally.

Social media: no

**Points**

Brand Building
Lifan Group Import/Export Company (Chongqing)

Contact Person

Yin Mingshan 尹明善/ President

Personal info: Mr. Yin is politically savvy - he is the first business representative made to CQ CPPCC vice chairman. On media, he advocates for stronger association with teeth for foreign currency payment settlement, litigation, and industry regulation. He also advises Chinese private companies to leverage international market to avoid heated and uneven competition with SOEs at home.

Contact Information

Address: 16 Fengxi St. Caijiagang, Beibei District, Chongqing, China, 400707

Tel: (+86) 23 6166 3000

Fax: (+86) 23 6166 3777

Email: mail@lifan.com

Company Profile

It is a privately owned Chinese motorcycle and automobile manufacturer. Automobile manufacture only began in 2005 but managed to place as China's third largest exporter of cars. Its main products include compact sedans, microvans, hatchbacks and small passenger cars.

Important Issues

Lifan works with more than 140 dealers in more than 160 countries and regions including Latin America, Southeast Asia and Africa. The group has set up five overseas factories in Thailand, Turkey, Ethiopia, Uruguay and Vietnam, with plans to open an auto plant in Russia this year. Lifan is also looking at the possibility of having another R&D center in Europe by 2015.

Financials

Revenue: 8.7 billion RMB

Profit: 0.32 billion RMB
### Media Presence

According to a recent report by China Daily, Lifan plans to enter the US market within five years through merger and acquisition activity. Lifan’s president Yin Mingshan said: "I want Lifan to be the best automobile and motorcycle company in the world. To achieve this, it is important for us to increase our presence in global markets, especially the US market, one of the most important and developed auto markets there is." Lifan has already established a strong foothold in the underdeveloped regions and now it aims to enter the developed markets. Yin believes that the development of new energy automobile business in the U.S. will increase the opportunities for Chinese automobile manufacturers.

Lifan currently has a complete Chinese website. It seems they really pay attention to their communication. They even have an intra-office newspaper. Their English website seems like under construction. They’ve created a news center but have no news/picture/video in that yet. I figured it’s actually a very good opportunity for FH to work with them on their online presence (if they don’t currently have a firm working on it). Also since Lifan has US as one of their major targeted in the next few year, there are a lot to do in terms of promote their brand in a new market and work with local media to help them to communicate to their consumers.


### Points

- Brand Building
- Market Entry
- Investor Relations
- Digital Communication
Nanshan Group (Longkou, Shandong)

Contact Person

Song Jianbo 宋建波/Senior Assistant to Chairman

Dong Ruibing 董瑞兵/Senior Assistant to Chairman

Personal info: Mr. Yin is politically savvy - he is the first business representative made to CQ CPPCC vice chairman. On media, he advocates for stronger association with teeth for foreign currency payment settlement, litigation, and industry regulation. He also advises Chinese private companies to leverage international market to avoid heated and uneven competition with SOEs at home.

Contact Information

Address: Office of Nanshan Group Headquarter, Nanshan Industrial Park, Longkou, Shandong, 265706
Tel.: 0535-8616200
Fax: 0535-8666899
Website: http://www.nanshan.com.cn

Company Profile

Nanshan Group formed a development pattern with various leading industries such as aluminum, textile, garment, finance, real estate, education, tourism, aviation and wellness of senior citizens. It has established subsidiary companies in many countries and regions such as Australia, USA, Italy and Hong Kong. Nashan has established its brand in many industries – Nanshan Aluminum, Nanshan Finance, Nanshan Real Estate, Nanshan Education, Nanshan Tourism, Nanshan Aviation etc.

Important Issues

Customized suit making marries Chinese top-notch textile to US and European fashion. Nanshan is poised to become top-tier suit maker, a resolution evident in supplying tailored apparel to Olympic Committee and athletes at 2012 London Olympics. To build an international recognized Chinese garment brand, Nanshan shows confidence in the power of global supply
chain and an expanding list of VIP celebrity patrons. Recently, the company is establishing a non-state-owned airline company---Qingdao Airline.

Nanshan has partnered with City of Lafayette, Indiana, to build aluminum plant and provide engineering services. The city mayor of Lafayette has also visited Nanshan headquarter earlier in April.

**Financials**
Revenue: 11.1 billion contributed by business aluminum; the revenue of textile was unclear.
Profit

**Media Presence**
Nanshang has attracted many media attention in China but not internationally. They have a well-built English website with company news in news center.

Social media: no

**Points**
Media Relations
Brand Building
Sichuan Bohong Group (Beijing)

Contact Person

Qin Wenhua 秦文华/Oversea Investment Director

Contact Information

Address of Beijing Headquarters: 326 Jinsong 3rd Quarter, East 3rd Ring Road, Chaoyang District, Beijing, 100021
Tel.: +86-10-58761741
Fax: +86-10-58768143

Company Profile

Sichuan Bodong was founded in 1999 with its core business involving automobile 4S-store operation, auto parts manufacturing, real estate and new energy. In order to implement all-around sustainable development and achieve its globalization strategy, Bohong Group has established Beijing Strategic Headquarters, Shanghai Marketing Headquarters, Chengdu Operation Headquarters and offices in Frankfurt, Toronto, Hong Kong, etc. as a step to extend its outreach nationally and internationally.

Important Issues

It has acquired 100% equity of Wescast Industries Inc., a well-established auto parts company in Canada.

Financials

Revenue
Profit

Media Presence

No media presence both in China and internationally.
Social media: no

Points

Brand Building
Sichuan Tongwei Group (Chengdu, Sichuan)

Contact Person

Li Gaofei 李高飞/Vice President

Contact Information

Address: High-tech Zone, Chengdu city, Sichuan Province, P.R.China, 610041
Tel: 86-28-85188888
Fax: 86-28-85199999
E-mail: lill@tongwei.com
Website: http://www.tongwei.com

Company Profile

Tongwei Group Co., Ltd. is a large-scale private technology enterprise. It mainly deals in feed industry, while rapidly entering IT, biologic engineering, international trade, pet food, construction & real estate, mega-agriculture development, etc.

Important Issues

As the State's Key Leading Enterprise in Agricultural Industrialization, the company operates nationwide as well as in Southeast Asia with over 110 branch/subsidiary companies and 20,000 employees. Tongwei Co., Ltd. (listed in 2004; Stock code: 600438) under Tongwei Group manages an annual feed production capacity of over 7 million tons. The company has captured 25% of China's market share for aquafeed, which makes it the nation's industry leader for 21 consecutive years. As the world's largest aquafeed manufacturer as well as major livestock and poultry feed producer, Tongwei Co., Ltd. was the first agriculture listed company with its sales revenue exceeding 10 billion RMB in Sichuan. It is also among China's agricultural listed companies with the largest sales volume in the sectors of agriculture, forestry, husbandry and fishery.

Financials

Revenue

Profit: 41 billion RMB
Media Presence

No media presence both in China and internationally.

Social media: no.

Points

Brand Building
YunFeng Capital (Shanghai)

Contact Person
David Yu 虞锋/Chariman

Personal info: He is also the founder of Target Media

Contact Information
Addr: Room 3501, 35th floor, K. Wah Centre, No. 1010, Middle Huaihai Rd.
Tel: +8621-31270909
Fax: +8621-31271750

Company Profile
Yunfeng Capital is established in April 2010. It is the only private equity firm in China, fund by Alibaba board chairman Ma Yun and Target Media founder Yu Feng. Its goal is not merely to be a financial investor, but also to share the entrepreneurial experience with companies, helping them refine their development, organizational management and brand building strategies. Yunfeng Capital places a special emphasis on young entrepreneurs, grooming future leaders to lead world-class enterprises. Yunfeng Capital is headquartered in Shanghai. Branch offices are located in Hong Kong, Beijing, Hangzhou, and other mainland cities.

Important Issues
The founders and limited partners of the PE are top entrepreneurs in private sector in China, who have strong and helpful social and business networks. There might be some good opportunities to develop more business through the PE platform if FH can establish relationship with them.

Financials
Revenue: The revenue of 2011 was 63million dollars with a 238% growth, compared to 2010.
Profit

Media Presence
Yunfeng capital has no media presence in the U.S. Its media presence in China is both good and bad. But many of Yunfeng’s clients are media companies.
Social media: no

**Points**

Brand Building

Crisis Management
## Targeted company by sectors

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2013 China Marketing Trip

Section VI Contact List

business card list.xlsx
Section VII Next Steps