

Shanghai Golden Commercial Exhibition Co., Ltd. Company Introduction

The business-scope of Shanghai Golden Commercial Exhibition Co., Ltd. covers exhibition conference, e-marketing promotion, declaration/inspection, logistics, bonded warehousing, wine agent and sales promotion services, which provide a convenient green channel for overseas vintners. Departmentalization: Exhibition Business Unit, E-marketing Department, Wine logistics department and Wine Sales Department, etc.

Exhibition Business Unit possesses long-term & close government cooperation relationship, broad client resources, updated data acquisition, experienced project planning and high-qualified workforce, as well as vast marketing experience, abundant organizing experience of conventions and exhibitions, numerous information of conferences and exhibitions.

E-marketing Department is responsible for the management and promotion of winetrade.com website. The website is a portal site of China wine info, which provides much information and channels for vintners to make a deal.

Wine Sales Department manages the sales of import wine and spirits, primarily manager original bottled wine from Australia and France. The company is also the agent of import wine and spirits from French, Chile, Argentina, South Africa, Italy, Germany, Spain and America.

Wine logistics department provides international and domestic, exhibition logistics service of wine products mainly involves international transport, domestic distribution, free trade zone, port customs clearance, warehousing, value-added services, and other one-stop logistics and the whole supply chain services.

Exhibition value-added services:

Import services: providing International transportation, inbound clearance, dealing with related certificate;

Bonded warehousing: providing bonded warehousing, delivery service and supporting the value-added services;

Sales agent: providing recruiting and management for domestic regional dealers;

Marketing Promotion: covers trade promotion, network promotion and related marketing activities;

Marketing analysis: supplying imported wine relevant data and marketing analysis report;

Peripheral products: supplying design production and purchase about imported wine peripheral products, etc.

Consulting service: Imported wine market analysis and related consulting service.

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Golden Commercial Business Cooperation Mode and Process

A. Providing Relevant Certificates and Service

We can offer a series of certificates to enter the Chinese market, for overseas chateau which have not quality enterprise in China (including: foreign trade business license, wine wholesale license, health food license, etc.). To ensure the wine commodities in all circulation certificate is complete in China and make wine commodities can smooth circulation in the Chinese market.

1) Import services: There is 15 days before the goods arrive at the port of Shanghai, overseas vintners shall provide related information original (sales contract, invoice, packing list, certificate of origin, health certificate, proof of filling date, composition analysis report and drinks' positive mark and back mark). So that we deal with conduction customs clearance in time, prevent goods pile port causing damage. If overseas vintners do not provide timely above relevant proof materials, thus causing losses shall be beared by themselves. We should regist on the Customs after receiving documents, so that the goods smoothly enters bonded warehouse.

2) Bonded warehousing: After managing warehousing formalities, processing alcohol sampling submit to the commodity inspection bureau, in order to provide timely health report, simultaneously label design production and poster work. In handling tax payment , managing delivery procedures. It can be divided into two types: 1, one-time payment fully into full out; 2, component after-tax partial output.

The current tax rate of imported wines in China (reference data):

- Customs Tariff 14% : (CIF : Cost, Insurance and Freight ×14%) ;
- Excise Tax 10% : [(CIF+customs tariff) / (1-10%)]×10%;
- VAT (Value Added Tax) 17% : (CIF+customs tariff+ Excise Tax)×17%.

The above service will be charged 10% service charge. Other expenses real quote, the warehousing fee standards stated in the appendix.

B. Sales Agents and Investment Promotion Services

Customers transport wine commodities to Shanghai port, all procedures unity deal by us, vintners only quote CIF price to us. All wines goods promotion plan formulated by our company, specific implementation steps: investment promotion divided into six regions in China, respectively for north China and south China, northwest, southwest, central China, north China, to ensure that the product timely distribute in transitting. Without the finished product distribution, it will unified underwriting buyout and promotion.

1) Sales agent: After signing the sales agency authorized, we will host Shanghai international wine exhibition once or twice a year held in Shanghai. In the national recruiting dealers, regional recruiting dealers each partition, authorized regional protection and the sole agency of big distributors.

2) Marketing Promotion: We use own exhibition resources platform to collect overseas chateau part cost-effective products. To establish detailed processes, price system and management mechanism, provided low prices or cost price to the dealers for promotion and sales. During the exhibition investment promotion process, collected data and resources according to the regional protection policy assigned to regional dealership, through product price and related policy support competitive advantages, to make regional distributor bigger and stronger.

3) Marketing analysis: Through its resources collect China imported wine related data (including: origin, import volume and sales volume, etc.), formulate market analysis report, so that provide relevant data overseas vintners enter China market as reference.

4) Peripheral products: At home supply peripheral products of imported wine for overseas vintners (including: wine cabinet, wine glasses, wine racks, wine boxes and gifts, etc.) design production and purchase.

5) Related expenses: According to the value of charge 20% to 30% promotion service charge, promotion funding including exhibition and seminar etc series activity. We will arrange two-time imported wine exhibitions and multi-field seminar yearly for vintners, but need vintners attend to locale offer samples and related support, support our promotion investment.

6) Payment: There is respectively 180 days and 360 days, the criteria is products arrive at Shanghai port. If the product unsold, we will settle with overseas vintners with the C.I.F. price (underwriting buyout).

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