

### **Invest-China - A Chinese Government Online Initiative to Assist Companies to Sell into China**

Early this year, the famous Canton Fair adopted a new name—China Import and Export Fair, indicating the increased importance that has been placed by the Chinese government in its international trade with overseas countries and industries. Accordingly, the Chinese government and industry will steadily increase imports of foreign goods and services over the years to come.

"Generally overseas companies have little experience in Chinese government purchasing deals, while the purchasing organizations in China are also not familiar with some smaller companies. Therefore many overseas companies believe that entering Chinese government purchasing projects would be quite difficult. **Invest China** will connect qualified companies with the demands of China's government purchasing organizations" said Zhang Weitao, an official from China Internet Information Center CIIC.

Your organization is invited to participate in **Invest China's "Accreditation and Market Promotion Program"** for overseas companies. **Invest China** is an online initiative of the Chinese government designed to assist overseas companies to invest and trade with China. This program is offered to accredited companies seeking to do business in China.

**Invest China - [www.invest.china.cn](http://www.invest.china.cn)** (in Chinese) - **[www.isino.com](http://www.isino.com)** (in English ) is the largest portal of its kind in China – and the only government authorized one - to give government purchasing organizations and Chinese businesses access to information about capital, quality goods and services from legitimate and accredited foreign companies and suppliers. **Invest China** provides a central location for overseas companies looking to sell or invest into one of the world's largest and most powerful markets.

#### **Invest China:**

- Coordinates the activities of over 300 local governments
- Publishes over 50,000 investment projects annually
- Has over 350,000 Chinese registered foreign companies as members
- Has details of over 1 million Chinese government purchasing organizations
- Promotes foreign companies to 100 sales channel associations

**Invest China** is managed by China Internet Information Center (CIIC) under the guidance of State Council News Office and China International Publishing Group. CIIC operates [www.china.com.cn](http://www.china.com.cn) / [www.china.org.cn](http://www.china.org.cn) which are amongst the 8 most important government websites, and offers broad access to up-to-date news about China in 11 different languages. **Invest China** also provides content for CIIC's news network which supports 49 major government-sponsored news websites across China with more than 20 million total daily Page Views.



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**Invest China's** Accreditation and Market Promotion Program provides accreditation services for overseas companies along with a series of online & offline market promotion services.

Accredited companies will receive a certificate of accreditation, their company details and products & services will be listed and searchable on [www.invest.china.cn](http://www.invest.china.cn), they will receive regular updates on investment project information, exclusive market reports and highlighted display in product or service search result pages.

Additional market promotion services, including 'recommended supplier' status on the home page, directory advertisement, key word advertisement, news letters, news-commercials and participation in **Invest China** organized conferences will be offered to premium participants.

To apply for accreditation, a non-refundable deposit of **US\$100** is required a completed application form and this amount will be deducted from the balance amount for successful applicants.

A full list of accreditation details and market promotion services can be found on the attached schedule and please note that all rates quoted are on a per annum basis.

Please contact [Avaland Pty Ltd](#) for further information.

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## Invest China Accreditation and Market Promotion Services and Fees

Service	Service Description	Premium Member	Standard Member	Accreditation Member
		USD\$15,500/Yr	USD\$7,500/Yr	USD\$2,500/Yr
Accreditation	Receive an official accreditation certificate	√	√	√
Web page - publish company, product and contact info.	Chinese Website with priority listing	√	√	√
www.invest.china.cn home page display	Member Marquee Display	1 week	1 week	1 week
	Media & Events	2 articles /month	1 article/month	1 article/quarter
	Product Showcase	1 product for 1 week/month	1 product for 1 week / quarter	1 product for 1 week / year
Foreign Company Directory Listing	Number of key words listing	30	15	5
News Letter /Directory	"Foreign Companies in China" news letter delivered to local governments, sales channel associations and purchasing organizations	4 times/year	1time/year	X
Trade Show	Representing members to attend China Import and Export Fair, Huadong Import and Export Fair, Kunmin Import and Export Fair	CD, company brochure, roll up banner	CD, company brochure	CD
Trade Leads	Access to Trade Leads posted by buyers, sales channels, direct contact with buyers	√	√	X
Market Reports	Purchasing market research reports at listed discount	30% off	20% off	X
International Promotion	www.isino.com home page member marquee display	√	X	X
	www.china.org.cn multi-language website display	√	X	X
	Member directory delivered to foreign chamber of commerce, trade commission in China	√	X	X
Others	Invited to attend conferences and trade shows organized by Invest China	√	√	√
Info Commercial (Special Promotion for August to Dec. 2007)	www.china.com.cn news center	4 news/year	2 news/year	X
	Regional News Websites with 20 million page views daily	4 news/year	2 news/year	X