

Start China

Advanced Commercial
and Industrial Services for
Italian Business in China

In partnership with
**Chingnic
Overseas**
Guangzhou

I Introduction

Equiventia Capital Partners has been operating for years in the field of business consulting for start-ups and small/medium Italian companies. We offer integrated services, in an innovative and entrepreneurial way. Equiventia is composed of a highly professional team with international experience and expertise in the field of companies and business development.

Equiventia offers its strategic, financial and marketing experience to small and medium-sized Italian and foreign companies that wish to expand their business internationally, or that need to optimize their sales organization, seizing new business opportunities and improving their offering based on the reference markets.

We are the ideal partner for a company and a start-up because we support the new entrepreneur in defining their project, structuring the organization both from a corporate and management perspective, promoting its financing and following it step by step in every operational and commercial issue, until it is finally launched. All this in less time, establishing a direct, constant and productive relationship with the entrepreneur and, above all, sustainable and flexible initial costs.

We are a group of managers with different professional experiences and specific skills who, in synergy with each other, complete a full range of services with high-quality characteristics. An expert and dynamic team, attentive to the needs of the company but at the same time with a global vision and well focused on compliance with international procedures and practices, to support the company, to build a new business project, to give daily support to the entrepreneur on any operational need. Professionalism and competence that you can always count on, in every situation.

Equiventia also boasts partnerships of high professional value with which it maintains multi-year relationships of absolute trust and which allow Equiventia to be present in the most important and attractive international markets, mainly the United States, China, India, Asia, the Middle East.

Whatever the operational needs of your company or whatever your business project, Equiventia is at your disposal to support you and suggest our vision to achieve the goals you desire.

| Experience and Expertise

Equiventia's operational team is composed of founders with long and proven experience and professionalism. The company avails itself of the collaboration of numerous external partners who provide, where necessary, additional professional resources. This type of organization allows Equiventia to be extremely flexible and to keep operational and customer costs as low as possible.



Paolo Carlin General Manager & Business Development

Paolo, born in 1964, has approximately 40 years of experience in the industrial and commercial sector, first as an entrepreneur following all the management aspects of the family chemical company (later sold to the Dutch multinational chemical company Akzo Nobel BV), then as an entrepreneur and freelance consultant for Italian and foreign companies.

- In 1990, in Beijing, he started "**Cirs China**", one of the first joint ventures of Italian SMEs in China, for the production of additives for plastic materials.
- In 2001, he opened the **Cirs America** production plant in Conroe (Texas), counting among its customers and partners the most important multinationals in the chemical and oil sectors.
- In 2003, with **Admark International**, he launched the "**Conroe Trading**" initiative, hosting in Texas about ten Italian companies operating in the Oil & Gas sectors.
- From 2005 to 2010, with **Alchemia Italia**, he started a new chemical plant for the production of chemicals and above all, he was among the very first in Italy to produce Biofuels (Biodiesel), the first ever from the recovery of used fats and oils.
- In 2010, he entered the Commodity Trading sector by starting **Sintrachem Limited** in Singapore, later sold to a local operator.
- From 2012 to 2015 he was Vice President for Investments of a major Swiss Merchant Bank, **Valorsec Anstalt**, following investments in start-ups and SMEs in the Italian market.
- Since 2015, first through **Carlin & Associates** and then with **Equiventia Capital Partners**, he has dedicated his experience and passion to technological innovation, following strategic, corporate and financial operations for dozens of client companies, interfacing with national and international investors and partners.
- In 2018 he created the innovative Italian integrated mobility platform "**Flymove Mobility**", and today he is General Manager of **Equiventia Capital Partners**.

Equiventia also makes use of partnerships with highly valued professionals with whom it manages multi-year collaborations of absolute trust and maintains consolidated relationships with international institutions (governmental, financial, etc.) that allow it to pursue its objectives in the most direct and effective way possible.

I International Network

Equiventia is headquartered in Padua, located in the heart of the famous "Italian industrial north-east", one of the areas with the highest rate of industrialization in Italy and Europe. Equiventia also has representative offices in some countries of strategic interest for its activities and those of its customers, thanks to collaborative relationships with highly experienced and reliable partners.



I Industrial Sectors

Equiventia operates in various industrial sectors and with a specific interest in innovation and research.

The opportunities we select must meet specific standards of innovation, market potential, business model and industrial management, possibly also in synergy with other complementary opportunities.

Equiventia, within its portfolio of products and services, manages investment opportunities in special areas, which present unique characteristics and potential of great interest.

Our operational flexibility allows us to face new and demanding challenges, also making use, if necessary, of reliable partners and international specialists.



Industry

- Manufacturing.
- Mechanics and Precision.
- Production of machinery and equipment.
- Industrial software.



Advanced Materials

- Nanotechnologies.
- Biopolymers.
- Carbon, Graphene & Nanotubes.
- Materials and Special Applications.



Renewables

- Wind.
- Solar.
- Biomass.
- Hydrogen.
- Innovative technologies.



Information Technology

- Software & Apps.
- Artificial Intelligence.
- Communications & Mobile.
- Cyber Security.
- Virtual & Augmented Reality.



Sustainability

- Recovery and Reuse of waste.
- Environmental Management.
- Smart Cities.
- Agritech.
- Water.



Life Sciences & Healthcare

- Medical Equipment.
- R&D.
- Pharmaceuticals.
- Innovative Products & Technologies.
- Human Wellness / Telemedicine.



Chemicals

- Biofuels.
- Fine-Chemicals.
- Process Technologies.
- Engineering & Contracting.
- Environmental Products.



Smart Mobility

- BEV/H2 vehicles.
- Batteries & Management.
- Design & Engineering.
- Digital Service Platforms.
- Distribution Networks & Stations.

GUANGZHOU: EQUIVENTIA'S NEW REPRESENTATIVE OFFICE IN CHINA

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| China: 5 Reasons to Be There

Considering that the Chinese population is made up of 1.4 billion potential buyers, and of these approximately 300 million purchase foreign products, it is not difficult for an Italian company to promote itself, produce and sell its products on a market of such infinite potential. Just to list some of the good reasons why an Italian SME should approach the Chinese market:

1. Huge Industrial Potential

China has the technology, resources, and factories that operate in the most efficient manner possible. With the ability to offer quality at an affordable price, manufacturing your product in China is a decision that will save you a significant amount of time, money, and effort. These benefits will improve the overall efficiency of your business by increasing your productivity.

2. Better Expansion Opportunities

With the ability to mass produce products and deliver the finished product at an affordable price, manufacturing in a Chinese factory allows you to expand your business in the most efficient manner possible. By manufacturing in China, you can also save money on labor and material costs, which will allow you to expand your business in a financially efficient manner. One of the main reasons why many companies, large and small, turn to a Chinese factory for the development and production of their product is the opportunity it provides them for business growth and expansion, not only in Italy but especially in China itself.

3. Lower Production Costs

It is well known that China has some of the lowest production costs in the world. It is therefore not surprising that China is the world's largest exporter as a significant amount of the world's goods and products are produced and manufactured in China. With the ability to produce a variety of different products across all industries and applications, China has the resources, technology and manpower to work with many industries. This means that whatever product you are looking to have produced, there is a high chance that China will be able to produce it.

4. Cheaper Labor

By choosing to outsource to China, you will also save money on labor costs. Rather than potentially having to train staff, hire a new team and invest a significant amount of money in labor, you can save time and money by working directly in a Joint Venture with a Chinese factory. China is renowned for its ability to produce goods at affordable prices due to cheaper labor. However, it is essential to ensure that the Chinese factory you work with is ethical. Knowing that the factory has positive work and safety practices that create a healthy environment for workers is crucial.

5. Increased Production Capacity

China has been at the forefront of manufacturing and exporting goods. This experience has led to the development and establishment of the most efficient manufacturing capabilities in the world. With flawless processes, proven methods, and the ability to produce products at scale, factories in China have amazed the world with their production efficiency.



I Trade relations Italy - China

With a trade exchange of 66.7 billion euros, in 2023 China was the third country supplier of goods to Italy and the eleventh destination market for Italian products abroad.

The trade relationship is unbalanced, in the sense that Italy has always imported many more products than it exports: that is, it has a negative trade balance, which in 2023 was 28.4 billion euros. It is an imbalance that however involves the entire European Union, which in 2023 had a trade deficit of 291 billion euros with China.

China is first and foremost an essential supplier for Italy: in 2023 it sold goods to Italy for 47.6 billion euros, mostly electronic and electrical products, textiles, chemicals and machinery. They are both consumer products and raw materials and semi-finished products, that is, the components that companies need to build the final product. From China. Italy imports mainly semiconductors and chips, which are necessary for the functioning of any electronic product, electric batteries for cars, of which China is the world's leading producer, and other components for renewable energy systems.

Imports from China are however declining: after a large increase in 2021 and 2022, which brought imports to almost double compared to before the pandemic, in 2023 they decreased by 17.8 percent. The opposite is true for Italian exports to China: in 2023 they grew by 17 percent compared to 2022, reaching 19.2 billion euros. They have been growing for years and in 2023 they were 48 percent higher than in 2019, before the pandemic.

The pharmaceutical sector was especially decisive for this result, whose exports to China increased by 191 percent compared to 2022, thus becoming the largest sector in terms of export size in the country. For some years now, China has been focusing heavily on the development of its own pharmaceutical industry, with large investments in the biotechnology sector that have caused imports of these products to increase rapidly and significantly, even from other European countries and the United States.

The second most important sector for trade with China is textiles and clothing, whose exports in 2023 grew by 14 percent compared to the previous year. Other important sectors for trade are machinery, stable compared to the previous year, chemicals and means of transport, which instead did badly: they exported goods for a lower value than the previous year, respectively 11.4 percent and 26.5 percent.

The imbalance seen in trade between Italy and China is also present in terms of mutual investments between the two countries, but on the contrary: Italian investments in China are much higher than Chinese investments in Italy, a sign that Italian companies are more inclined to invest in China than Chinese companies are with regard to Italy. They are not just purely financial investments, like the securities you buy on the stock exchange, but of another type and longer term, with direct consequences on the local supply chain, like the opening of a new business or a new factory. In jargon they are called "foreign direct investments" and in 2022 in China there were 15 billion euros of Italian investments, against 2.8 billion of Chinese investments in Italy.



| The sectors with the greatest opportunities

Medical products and equipment

The growing focus on health and wellness has opened up enormous opportunities for Italian medical products in China. With an increasingly aging population and an expanding healthcare system, the demand for advanced medical equipment is constantly increasing. Products such as diagnostic devices, surgical instruments and telemedicine technologies are particularly in demand.

Agricultural products and food

The Chinese market is hungry for high-quality and certified-safe food products. Italian agricultural products, renowned for their excellence, are highly appreciated. Wine, olive oil, cheese and pasta are just a few examples of products that are highly successful. In addition, the growing focus on healthy eating offers additional space for the export of organic and gluten-free products.

Technological and industrial components

China's industrialization continues to generate strong demand for technological and industrial components. Italian companies, with their reputation for quality and innovation, can find numerous opportunities in sectors such as automation, precision mechanics and green technologies. Investing in research and development can further expand these opportunities, meeting the needs of an ever-changing market.

Winning strategies for exporting to China

Partnerships with local distributors

Collaborating with local distributors can facilitate entry into the Chinese market as these partners have in-depth knowledge of the market and can offer support in terms of logistics, sales and marketing. It is essential to select reliable distributors and establish clear and advantageous agreements.

Use of e-commerce platforms

E-commerce platforms are a powerful tool for reaching Chinese consumers. Sites such as Tmall, JD.com and Alibaba offer enormous visibility and the possibility of selling directly to the end consumer. Investing in a strong online presence and targeted digital marketing campaigns can significantly increase sales.

Collaborations with influencers and digital marketing

Digital marketing and collaborations with local influencers are effective strategies for promoting Italian products in China. Chinese influencers have a large following and can influence consumers' purchasing decisions. Choosing influencers who reflect your brand values and creating authentic and engaging content is key to achieving positive results.

Adapting your product and packaging to the local market

Adapting your product and packaging to local market preferences can make all the difference. Colors, designs, and features need to reflect the tastes and expectations of Chinese consumers. A thorough analysis of the market and competitors can provide useful insights on how to modify your product to make it more attractive.



| Guangdong: China's Silicon Valley

Guangdong province, with Guangzhou (Canton) as its capital, is administratively divided into 21 cities with prefecture status that administer a total of: 49 districts, 30 cities with county status, 42 counties and 3 autonomous counties.

In recent years, many infrastructures have been created in Guangdong that have allowed for extraordinary economic development. In particular:

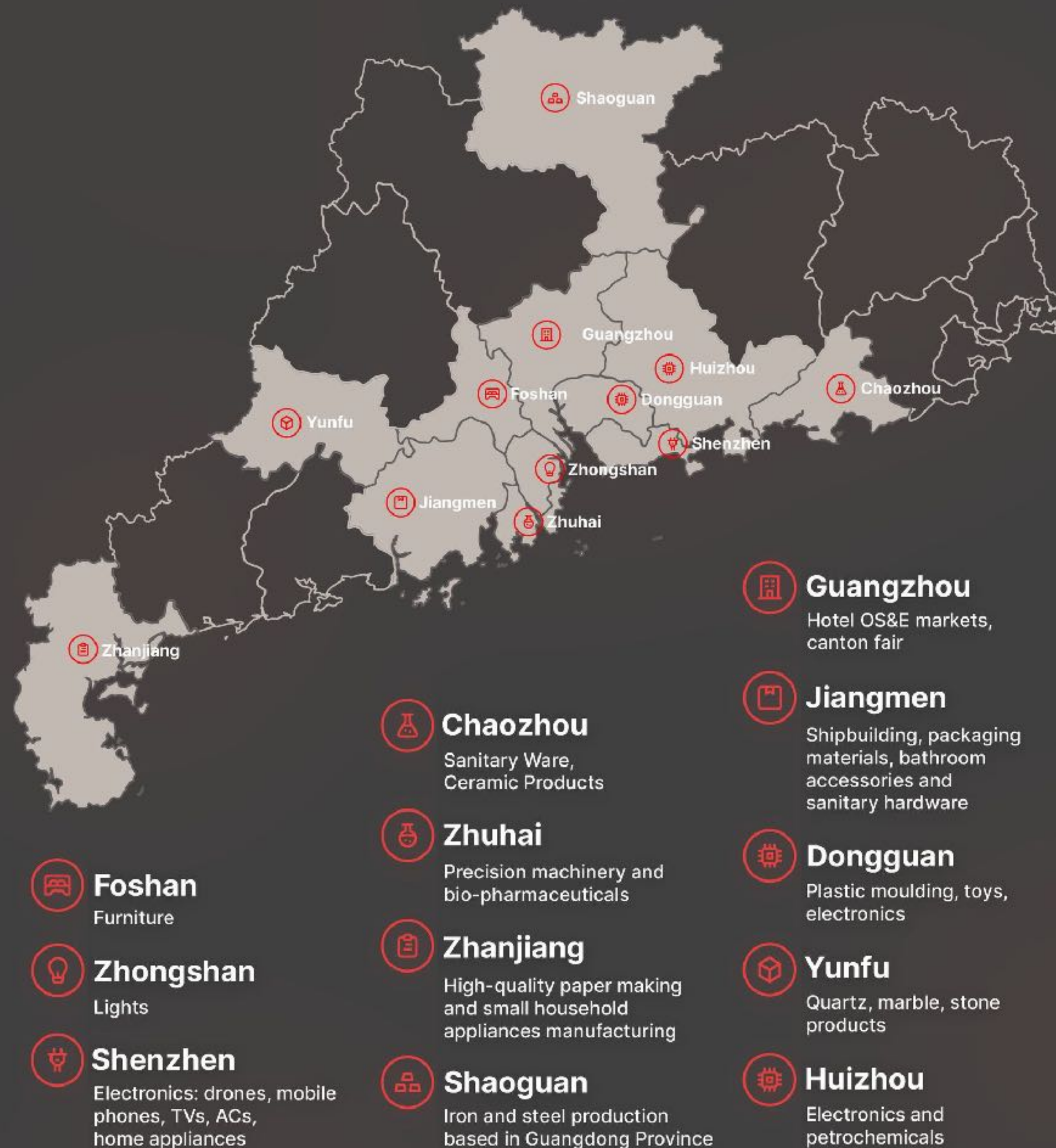
- Guangdong's GDP is in first place in the national ranking and represents a share of 11% of the total country. In 2024, the Gross Domestic Product of Guangdong Province was equal to 8,066.6 billion RMB (about 1.100 billion US dollars) with a growth of 7.5%.

Regarding infrastructures:

- The airport system is made up of 7 operating airports in Guangzhou, Shenzhen, Zhuhai, Shantou, Foshan, Zhenjiang and Meixian.
- The 12,108 km long river system, which centers on the Pearl River - as well as the port system - is centered on the ports of Guangzhou, Shenzhen, Hong Kong and Macao; the entire complex makes Guangdong Province the main maritime-river outlet of China towards other countries of Southeast Asia, Europe, Australia and the Americas. Southeast of Guangzhou, the developed industrial district of Huangpu hosts the largest port in southern China connected to the major Chinese coastal cities and over 100 foreign countries.
- Guangdong boasts a railway network 43,075 km long, with a passenger traffic of over 284.7 million people.
- The highway network of the Province is 218,085 km long on which 18.9 million civilian vehicles circulate.

About natural resources:

- Guangdong has about 131 kinds of mineral resources including ferrous and non-ferrous metals, including iron sulfide, iron ore, quartz, titanium, zirconium, lead, niobium, tantalum, tin, kaolin, wolfram, etc. The reserves of pyrite are among the largest in China.
- The oil fields in the South China Sea are among the largest in the country. There are also rich reserves of natural gas.



| Guangdong: China's main industrial hub

Guangdong Province, and in particular the cities in the Pearl River Delta (PRD) production basin, is one of the most productive areas in the country, with one of the highest concentrations of industrial development, GDP and per capita income in all of China.

The sectors mentioned are furniture, clothing, leather goods, jewelry, articles for domestic and public lighting, small metal parts, household appliances, cosmetic products, motor vehicles, electronics and integrated circuits, computer industry products, eyewear, woodworking machinery, footwear and leather goods machinery, flooring and covering tiles, electrical and mechanical machinery, plastic products for the automotive industry, fabrics, etc.

- Guangdong's **electronics and IT industry**, with a gross industrial output of RMB 3,785.5 billion in 2023, ranks first in size in China, currently being the most important manufacturing platform of electronic products in the country and even in the world. Guangdong Province can boast at least 20 enterprises among the top 100 domestic electronics companies. In particular, the **IT industry**, concentrated in Shenzhen, Guangzhou, Dongguan, Huizhou, Foshan and Zhongshan, also boasts high-level production, from communications equipment to electronic components and software, computers, audio-video equipment, automotive electronic components and electronic games.
- The production of **electrical equipment and machinery**, worth RMB 1,312.1 billion in 2023, is concentrated in the major centers of Guangzhou, Shenzhen and Foshan, boasting all categories of production and numerous domestic and world-class enterprises. In particular, Guangdong's **household appliances industry** is the most important in the country, especially in terms of exports abroad. The province's industry also ranks first in China in the field of audiovisual equipment production.
- In the **automotive and motorcycle industry**, Guangdong, in terms of added value, turnover and other economic indicators, ranks first nationally. In 2024, industrial gross output amounted to RMB 796.5 billion. Real automotive industry clusters have been established that are based on the investments of major groups such as Guangzhou Honda, Dongfeng Nissan, Guangqi Hino, Guangzhou Toyota Motor and Guangzhou Automobile Industrial Group (GAIG), which is the largest automotive group in the province based in Guangzhou.
- Guangdong's **petrochemical industry**, with an output value of RMB 579.3 billion in 2023, is one of the largest in size in China. The production of major products such as crude oil, gasoline, kerosene, diesel, ethylene, synthetic resins, paints and other products ranks among the top three in the country, recording a steady growth trend.
- The **metal and building materials industry** recorded a gross output of RMB 663.1 billion in 2023. The plants are concentrated in the areas of Maoming, Guangzhou, Zhanjiang and Huizhou. In general, a rich variety of building materials are produced in Guangdong and many specialized companies. The companies in the industry are very competitive and attentive to the market and the needs of foreign demand. In addition, among the twelve Chinese famous brand enterprises in the industry, eight are based in Guangdong. In addition, the so-called "World Ceramic Centers" have been built in Foshan. In 2024, the gross industrial output value of the industry was RMB 353.2 billion.
- In terms of **textile and clothing**, Guangdong is an important production and export base of China's textile industry and the third largest regional apparel export base in the world. Guangdong textile, in terms of variety, quality, brands, industrial output value and sales volume, occupies a leading role in the country. Guangdong's textile and clothing industry is concentrated in about 40 centers and areas scattered around the Pearl River Delta area, including Guangzhou, Shenzhen, Foshan, Zhongshan, Dongguan and Jiangmen. The production of sportswear and casual wear in Zhongshan, garments and knitwear in Dongguan, children's clothing and underwear in Foshan and shirts in Puning are world-famous. The province has developed real **clusters** of small and medium-sized enterprises in several cities.
- Guangdong's **pharmaceutical industry** occupies the leadership in traditional Chinese medicine products, chemical-pharmaceutical and bio-pharmaceutical, and has also developed a certain importance in the field of high-tech medical devices. The degree of concentration of the pharmaceutical industry in Guangdong is higher than the national average.
- **Agriculture**: The GDP produced in 2018 by the agricultural sector in Guangdong was RMB 383.3 billion. The sector employs over 13 million people. The value of gross agricultural output was RMB 596.9 billion. Guangdong is rich in crops including rice, sugar cane, rubber trees, tropical essences, peanuts, fruits. Almost all plants that grow in tropical and subtropical climates exist and are cultivated.

Start China by Equiventia

The most complete and modular offer for Italian companies in China.

In partnership with

**Chingnic
Overseas**

Guangzhou

Chingnic Overseas

Professional Business Consulting Services in Asia

China

Beijing, Shanghai, Guangdong,
Macao, Hongkong
Taiwan, Thailand, Korea, Japan

| Our reliable partner: Chingnic Overseas

With decades of unwavering dedication to advisory services, Chingnic's commitment has been unwavering. Starting with specialized company registration services, Chingnic has successfully served thousands of clients, establishing a global branch network. In 2007, Chingnic strategically established its Hong Kong branch, facilitating the entry of numerous foreign companies into the Chinese market. In a continuous effort to enhance its global presence and deepen its understanding of international markets, Chingnic has assembled a dedicated team of over 1,600 lawyers and consultants from 80 different regions and countries.

Chingnic offers essential company registration services, a key element in its comprehensive suite. Over 1,000 clients have successfully expanded their businesses globally from China through Chingnic's expert services.

Chingnic Overseas helps international companies enter the Chinese market by establishing and managing their operations on the ground prior to formal branch registration. This allows for a critical period of market learning with full operational flexibility before committing to a specific structure, location, business model and partnerships.

Our management team facilitates staff recruitment, hiring and hosting, office setup, financial controls, logistics, warehousing, reselling capabilities and more. From day one, our clients can invoice, collect RMB payments and sign local purchase and sales contracts.

Sales and Distribution

- Obtaining import and sales licenses for your products in China.
- Importing your products.
- Negotiating RMB sales contracts with your Chinese customers on your behalf for your goods, services or software.
- Acting as a shipping agent for selling your products in China.
- Collecting RMB funds, repatriating funds to the head office and checking credit.
- Arranging for shipping of orders (guarantee, loan, demo, returns, RMA returns).

Procurement

- Establish RMB purchase contracts with your suppliers and RMB sales contracts with your customers in China.
- Local purchases from your suppliers and exports abroad.
- Management of export VAT refund.

| Open the Chinese market

The Italian company that intends to operate in China wants:

- **Conduct market research to verify real business opportunities;**
- **Locate in an area rich in opportunities;**
- **Plan capital and human resources investments carefully;**
- **Directly control your Core Business;**
- **Program and effectively manage project costs and times;**
- **Resign at any time without legal and tax burdens.**

Equiventia guarantees a precise and complete service, providing the entrepreneur with all the information necessary to start their business in China in a simple and safe way.

Equiventia is able to prepare a detailed work plan on request that can be implemented gradually and tailored to the company, regardless of its size or sector of activity.

Contact us indicating the type of service you need (commercial representation, use of administrative and logistics spaces, etc.), the ideal timing for you and the budget in terms of economic and human resources that you are available to invest. We will send you a free preliminary report with an analysis of the possibilities and opportunities in China for your company.

Always keep in mind that Equiventia's services are "modular": this means that you can plan your commitment one step at a time, without professional and economic imbalances.

The costs of the services vary considerably depending on what is requested and detailed estimates can be provided on request after a necessary meeting to better understand your real needs.

Equiventia can also provide any administrative management service, legal, contractual, legislative consultancy, using its own staff and on-site consultants at costs to be quantified from time to time.

Finally, Equiventia also acts as a commercial representative of companies that do not have their own sales structure in the Chinese market. In this case, agency or distribution agreements are provided at normal market values and commissions.



| A unique opportunity

This new initiative, unique in its kind, has all the characteristics to be the optimum in terms of industrial, commercial and economic advantages. Its flexibility allows the entrepreneur to evaluate his possibilities of expansion in China without exceeding the costs and once the decision is made, the implementation times are very short.

For these reasons, Equiventia has decided to become a large access portal for small and medium-sized Italian companies in China, finally giving an Italian image that is not based on the usual stereotypes that now characterize us, but providing an example of efficiency, competitiveness and style.

The advantages available to the entrepreneur who intends to start his own business in China with Equiventia are the following:

- Modern and ready-to-use offices, equipped with all the services and comforts necessary for the establishment of any commercial and representative activity: telephone lines, internet, air conditioning, equipped meeting room.
- Trained and multilingual staff is available to provide any type of administrative, accounting, logistics and representation service.
- Services ready for use and available for an immediate start of logistics and goods distribution activities to any destination (thanks to the partnership with leading logistics companies in Italy and China).

Additional services are also available, such as:

- Existing structures, easily expandable or modular according to needs;
- Administrative, representation and logistics services;
- Legal, corporate and legislative know-how;
- Consolidated relationships with local authorities and high-level state bodies;
- Preferential relationships with leading local representation and logistics companies.

All these services are available to Italian companies that intend to operate in China using a complete and quality service, keeping costs under control and above all enjoying the most complete operational autonomy with a direct presence in the market of interest.

All regulated by a one-year service contract drawn up in Italian and subject to Italian law.



| The Service Contract

In order to use Equiventia's services in China, it is sufficient to sign a Service Contract, drafted in such a way as to be as simple and clear as possible.

The language used is Italian, the law to which it refers is the Italian one and the competent court in case of disputes is that of Padua, in Italy. Therefore, a single reference, present in Italy and always available for any need. In this way, all those annoying problems related to the interpretation of the law of a foreign state are avoided and above all it is possible to easily control the development of the work.

The Service Contract, in 3 different types of cost and services included, clearly and unequivocally lists the services to which the subscriber is entitled both in exclusive use and in mixed use with other users.

This list can be modified and adapted according to the specific requests of the customer, and the relative cost is recalculated accordingly.

A flat rate payment of a fixed annual fee is foreseen which includes all Equiventia costs in Italy and in China.

In this way, the customer knows with absolute precision how much to budget in their company balance sheet for the "China" operation and is certain that there will be no further unforeseen economic requests, unless explicitly requested by the customer.

Equiventia has prepared a detailed "price list" where the additional services that require additional expenditure are listed. All this without ever losing sight of the main advantage of this initiative: the flexible modularity of the services with controlled costs.

The Service Contract has a variable duration, with annual renewals and can be cancelled by the customer at any time, without penalties and without having any type of obligation towards Equiventia.

The Customer can therefore reserve all the time necessary for the implementation of their business in China, evaluating the market, the industrial and commercial potential, the opportunities for local collaboration.

If the results are lower than expected, the customer will have total freedom to choose whether to continue with the investment or not, always knowing precisely the risks, costs, advantages and disadvantages.



- IMMEDIATE ACTIVATION OF YOUR REPRESENTATIVE OFFICE IN CHINA AT A FIXED AND SUSTAINABLE COST.
- OPERATIONALITY GUARANTEED BY A LOCAL STRUCTURE WITH PROVEN EXPERIENCE.
- RAPID START-UP OF COMMERCIAL RELATIONS WITH LOCAL PARTNERS.
- DAY-BY-DAY SUPERVISION AND SUPPORT THROUGH A COORDINATION MANAGER IN ITALY.

SERVICE CONTRACT BASIC

Fixed all-inclusive cost: € 3,200/month (+ VAT).

Minimum duration: 4 months renewable.

By signing this type of Service Contract, your company immediately benefits from a complete series of both customized and commonly used structures and services:

OPERATIONAL STRUCTURES

1. Shared Representative Office.
2. A person (not exclusive) assigned to secretarial services and external relations.

MANAGEMENT SERVICES

3. Supervision of your business guaranteed by a highly experienced and competent local ECP manager (not exclusive).
4. A direct contact in Italy for coordination and operational interface.
5. Preliminary activity of presentation of your products and technologies on the Chinese market (telephone contacts, mailing, organization of meetings, visits to trade fairs).

COMMERCIAL AND LOGISTICS SERVICES

6. Planning of commercial activity and presentation methods with meetings at your company with the same managers who will then operate in China.
7. Special agreements with selected service providers (logistics, travel).
8. Complete support for organizing travel, flights, hotels, local transfers.
9. Sending bimonthly reports of the commercial and technical activity carried out.

SPECIFIC TASKS

ECP never requires any commission for ordinary activities carried out on behalf of the Client and preliminarily defined in the chosen Service Contract. In the event that the Client entrusts ECP with a specific task with a goal to achieve, ECP will require a commission of 3.00% calculated on the value of the specific operation.

COSTS NOT INCLUDED

1. Travel expenses to China for in-person visits to customers, suppliers and partners.
2. Consulting expenses on request and with estimate (also for external collaborators) for legal, fiscal and corporate aspects.
3. Logistics costs for shipping samples and company material.
4. Drafting of company presentations, business cards, illustrative material, websites.
5. Translations and interpreting.
6. Other activities on request of the Client not included in the list of contracted services.

- ALL THE SERVICES AND BENEFITS OF THE BASIC CONTRACT ARE INCLUDED BUT WITH THE START-UP OF A COMPANY UNDER CHINESE LAW.
- AN EXCLUSIVE LOCAL REPRESENTATIVE.
- OPERATIONAL SUPERVISION GUARANTEED BY A LOCAL MANAGER.
- OPENING OF BANK RELATIONSHIPS AND IMMEDIATE START-UP OF IMPORT/EXPORT ACTIVITY.

SERVICE CONTRACT **ADVANCED**

Fixed all-inclusive cost: € 4,700/month (+ VAT).

Minimum duration: 9 months renewable.

By signing this type of Service Contract, your company immediately benefits from a complete series of both customized and commonly used structures and services:

OPERATIONAL STRUCTURES (in addition to the Basic services)

1. Dedicated and exclusive representative office (expandable as needed).
2. A person exclusively assigned half-days to secretarial services and external relations.

MANAGEMENT SERVICES (in addition to the Basic services)

3. Supervisione del Vs. business garantita da un manager locale ECP di elevata esperienza e competenza.
4. Attività costante di presentazione dei Vs. prodotti e tecnologie sul mercato cinese (contatti telefonici, mailing, organizzazione di meeting, partecipazione a fiere di settore).

SERVIZI COMMERCIALI E LOGISTICI (in addition to the Basic services)

5. Planning of commercial activity and presentation methods with meetings at your company with the same managers who will then operate in China.
6. Preliminary technical support activity for your customers, both in the business acquisition phase and in the customer maintenance phase (prompt response in case of technical need).
7. Special agreements with selected service providers (logistics, travel).
8. Complete support for organizing travel, flights, hotels, local transfers.
9. Sending bimonthly reports of the commercial and technical activity carried out.

SPECIFIC TASKS

ECP never requires any commission for ordinary activities carried out on behalf of the Client and preliminarily defined in the chosen Service Contract. In the event that the Client entrusts ECP with a specific task with a goal to achieve, ECP will require a commission of 3.00% calculated on the value of the specific operation.

COSTS NOT INCLUDED

1. Travel expenses to China for in-person visits to customers, suppliers and partners.
2. Consulting expenses on request and with estimate (also for external collaborators) for legal, fiscal and corporate aspects.
3. Logistics costs for shipping samples and company material.
4. Drafting of company presentations, business cards, illustrative material, websites.
5. Translations and interpreting.
6. Other activities on request of the Client not included in the list of contracted services.

- ALL THE SERVICES AND BENEFITS OF THE ADVANCED CONTRACT ARE INCLUDED BUT WITH THE START-UP OF A JOINT VENTURE UNDER CHINESE LAW.
- FULL OPERATIONALITY OF THE COMPANY THAT CAN ACT INDEPENDENTLY AND DIRECTLY ON THE MARKET.
- OPERATIONAL SUPERVISION GUARANTEED BY A LOCAL MANAGER WHO WORKS EXCLUSIVELY FULL TIME FOR YOUR COMPANY.

SERVICE CONTRACT PRO

Fixed all-inclusive cost: € 6,800/month (+ VAT).

Minimum duration: 12 months renewable.

By signing this type of Service Contract, your company immediately benefits from a complete series of both customized and commonly used structures and services:

OPERATIONAL STRUCTURES (in addition to the Basic + Advanced services)

1. Fully furnished and equipped representative office (expandable as needed).
2. A full-time exclusive person assigned to secretarial services and external relations.

MANAGEMENT SERVICES (in addition to the Basic + Advanced services)

3. A qualified manager exclusively and full time to manage all activities.
4. Support supervision guaranteed by a local ECP manager with high experience and competence.

COMMERCIAL AND LOGISTICS SERVICES (in addition to Basic + Advanced services)

5. Planning of commercial activity and presentation methods with meetings at your company with the same managers who will then operate in China.
6. Preliminary technical support activity for your customers, both in the business acquisition phase and in the customer maintenance phase (prompt response in case of technical need).
7. Special agreements with selected service providers (logistics, travel).
8. Complete support for organizing travel, flights, hotels, local travel.
9. Sending bimonthly reports of the commercial and technical activity carried out.
10. Obtaining visas for personnel, production authorizations, sales licenses;
11. Verification of the regulations in force in China by product category.
12. Access to local financing, finding industrial, financial and/or institutional investors.

SPECIFIC TASKS

ECP never requires any commission for ordinary activities carried out on behalf of the Client and preliminarily defined in the chosen Service Contract. In the event that the Client entrusts ECP with a specific task with a goal to achieve, ECP will require a commission of 3.00% calculated on the value of the specific operation.

COSTS NOT INCLUDED

1. Travel expenses to China for in-person visits to customers, suppliers and partners.
2. Consulting expenses on request and with estimate (also for external collaborators) for legal, fiscal and corporate aspects.
3. Logistics costs for shipping samples and company material.
4. Drafting of company presentations, business cards, illustrative material, websites.
5. Translations and interpreting.
6. Other activities on request of the Client not included in the list of contracted services.

| Service Contract - Summary Table

EQUIVENTIA START CHINA	SERVICE CONTRACT		
	BASIC	ADVANCED	PRO
Fixed monthly cost	€ 3.200 + VAT	€ 4.700 + VAT	€ 6.800 + VAT
Minimum duration	4 months	9 months	12 months
Success commissions on specific assignments	3,00%	3,00%	3,00%
STRUCTURE and STAFF			
Representative office	Shared	Shared	Exclusive
Person in charge of the secretariat	Shared	Exclusive 4 hours	Full time exclusive
Local Manager	-	Exclusive 4 hours	Full time exclusive
Supervision of an ECP manager	Shared	Shared	Shared
OPERATIONAL STRUCTURE			
Representative office	Including start-up and ordinary management	Optional	Optional
Operating company	-	Including creation and ordinary management	Optional
Joint Venture	-	Optional	Including creation and ordinary management
SERVICES INCLUDED			
Marketing activities	Included	Included	Included
Business strategy planning	Included	Included	Included
Agreements with partner suppliers	Included	Included	Included
Support for travel and scheduled visits	Included	Included	Included
Reports and periodic reporting	Included	Included	Included
Operational interface in Italy	Included	Included	Included
Supervision of logistics activities from/to Italy-China	Optional	Optional	Included
Customer Care Availability	Optional	Optional	Included
Periodic meetings with customers or suppliers	Optional (on request)	Optional (on request)	Included (Reimbursement of extra expenses)
Participation in fairs and events	Optional (on request)	Optional (on request)	Included (Reimbursement of extra expenses)
Preparation of documentation and profiles for China	On request	On request	Included (Reimbursement of extra expenses)
Accompanying customer visits in Italy	Subject to availability (on request)	Subject to availability (on request)	Included (Reimbursement of extra expenses)



EQUIVENTIA CAPITAL PARTNERS

PADUA - MILAN - LONDON - HOUSTON
BUENOS AIRES - SAO PAULO - DUBAI - CHENNAI - GUANGZHOU

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