



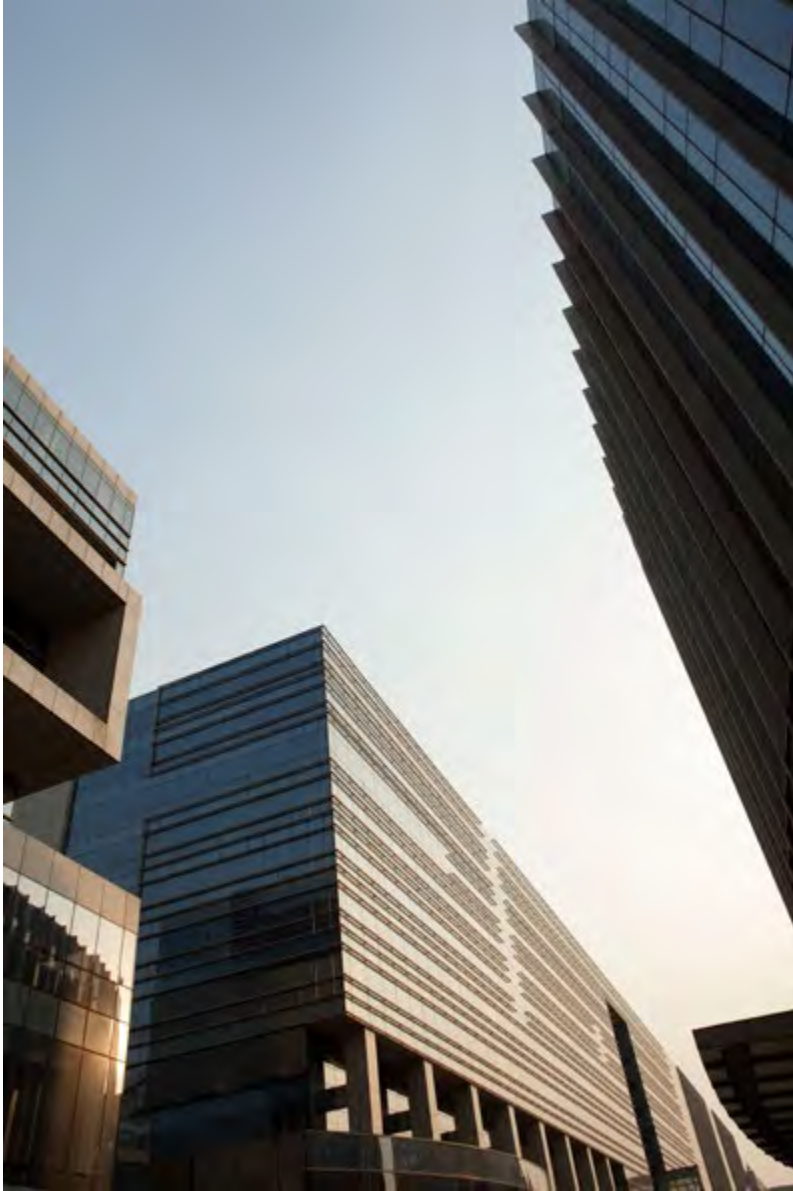
天津 中国欧洲贸易中心-21世纪的丝绸之路

TIANJIN

**EUROPEAN
TRADE CENTRE
THE 21ST CENTURY
SILK ROAD**



1 | EUROPEAN TRADE CENTRE OVERVIEW



ETC (European Trade Centre) is China's first commercial platform for European products. It is a consumers market, a trading platform and a tourist destination that offers a purely European experience and interaction. It is also a commercial landmark fully immersed in European life, culture, and art. It serves not only as a stable bridge facilitating the sale of European goods to China, but also creates an international base for European medium and small sized enterprises to enter into the Chinese market. Moreover, it provides a unique European shopping environment that features a European aesthetic for the mass consumers of China and Asia.

ETC FACT SHEET

Location: *Tianjin, China*

Commercial Area: *90,000 SQM*

Office Area: *200,000 SQM*

Hotel Area: *69,000 SQM*

Residential Area: *70,000 SQM*

ETC FEATURES

B2C/ B2B/ E-commerce integrated platform

Various support and benefits from Tianjin bonded area government

One-stop business service to clients provided by an international management team

"Made in Europe" products that are good quality but in an acceptable price range

European Restaurants & Bars (live cooking performances, live music, quality F&B)

European Art, Culture & Education (exhibitions, performances, cultural bridge)

European Experience (Architectural design, European style events & performances)

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CITY INTRODUCTION



TIANJIN FACT SHEET

Location: *Northern China*

Administrative Class: *Directly governed City*

Area: *11,946.88 sq km*

Population: *14,722,100 (2013)*

GDP: *1437 billion RMB (2013)*

GDP Per Capita: *101,689RMB (1st in China 2013)*

Average urban disposable income of residents in Tianjin: *35,730 RMB (4th in China 2013)*

Average disposable income of residents in Tianjin Binhai New Area: *37,914 RMB (2013)*

Airport in the project district: *Tianjin Binhai International Airport*

Websites: *<http://lvyou.baidu.com/tianjin/> and <http://www.tj.gov.cn/>*

ABOUT TIANJIN

Tianjin is the biggest open coastal city of Northern China, as well as its economic, trading and shipping centre. It is also an international harbor city.



The Earliest International Trade City in China

Tianjin became a trade harbor city in 1860, when European countries, attracted by its openness, established their concessions in the city.

Northern Economic Center

With the highest city GDP and GDP per capita, Tianjin is becoming the largest economic city in China, surpassing Shanghai, Beijing, Guangzhou and Shenzhen.

Half of the world's top 500 largest companies have set up their branches and offices in Tianjin.

International Port

Tianjin Port is the world's highest level international port; it's also China's largest artificial deep-water port and world's fourth throughput comprehensive port. Tianjin port is connected to more than 500 ports from 180 countries.

Adjacent to Capital

Currently, Tianjin is located 27 minutes by high-speed rail from Beijing. In the wake of Beijing, Tianjin is improving transportations and facilities, and is carrying on environmental transformation and industry cooperation. Tianjin will no longer be just a neighbor of the capital; on the contrary, it will become the largest Chinese city, with flourishing culture and economic life.



ETC is located in Binhai New Area which is situated in the east coast of Tianjin. Binhai New Area was the first national reform and innovation zone approved by the central government and has a total area of 2270 sq km as well as a coastline of 153 km.

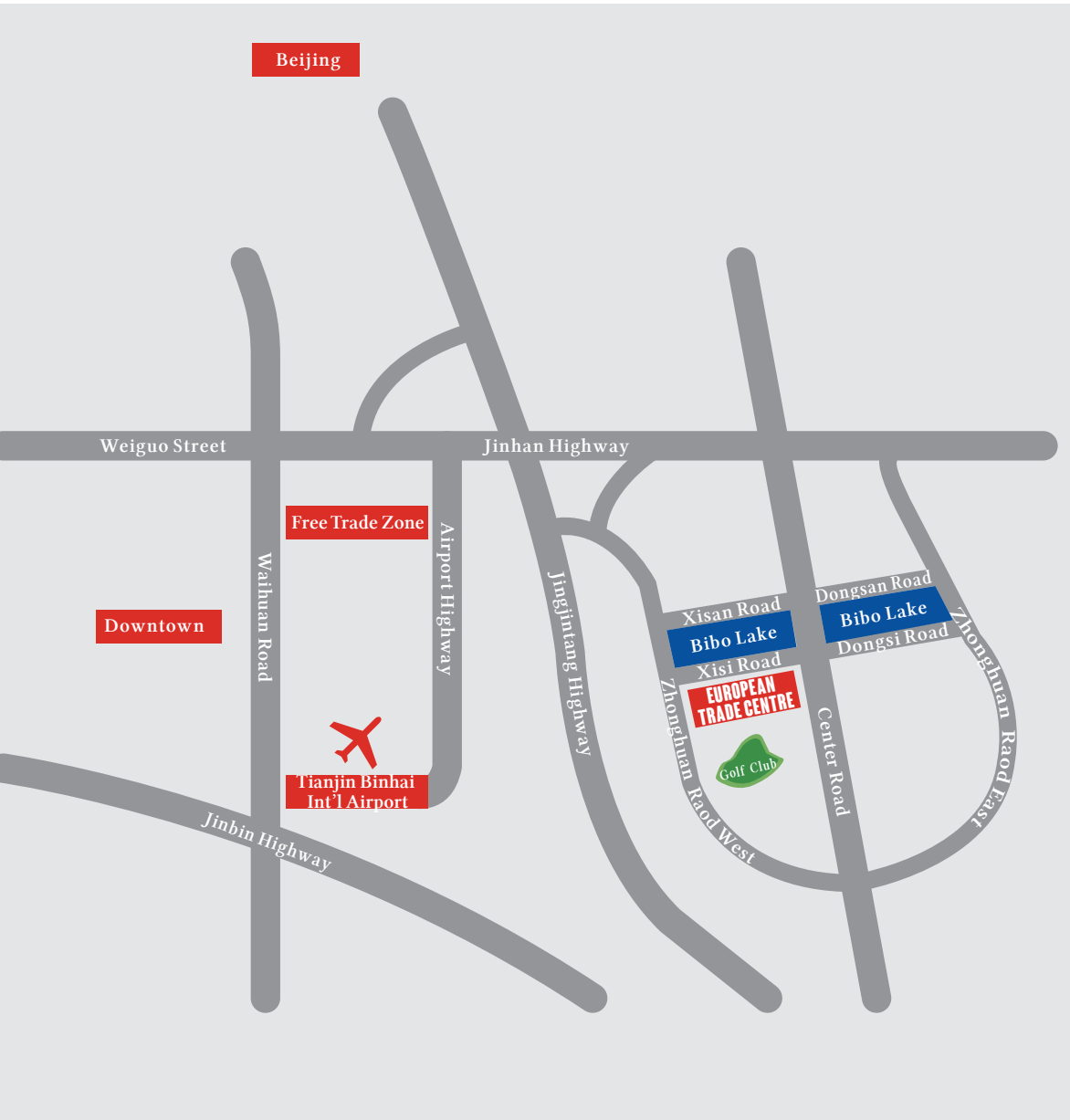
Binhai New Area is the gateway of northern China to the world. It is a high-level modern manufacturing and R&D base, the northern China international shipping center and the logistic center. It is a new eco-livable city and national economic area in China. Nowadays, it has become the biggest economic zone among three national economic zones in China, surpassing Shenzhen Special Economic Zone and Shanghai Pudong New Area.

At the end of 2012, the residential population in Binhai New Area was 2.63 million. By 2020, the figure is expected to be around 3 million.

BINHAI NEW AREA

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LOCATION & NEARBY FACILITIES



TRANSPORTATION

ETC is 5 km away from Tianjin International Airport, 30 km from the Tianjin Binhai Harbor Port and 12 km from the downtown CBD.

One airport, one railway, six highways, eleven bus lines and one metro line (and another one soon to be completed) provide convenient access to ETC.

TRAVEL DISTANCE

Airport: 5 KM

Downtown Area: 6 KM

CBD: 12 KM

Harbor Port: 30 KM

Beijing: 110 KM

NEARBY FACILITIES

Office Buildings

The entire area is equipped with office buildings. The total office area is around 3,000,000 sqm.

Hotels & Residences

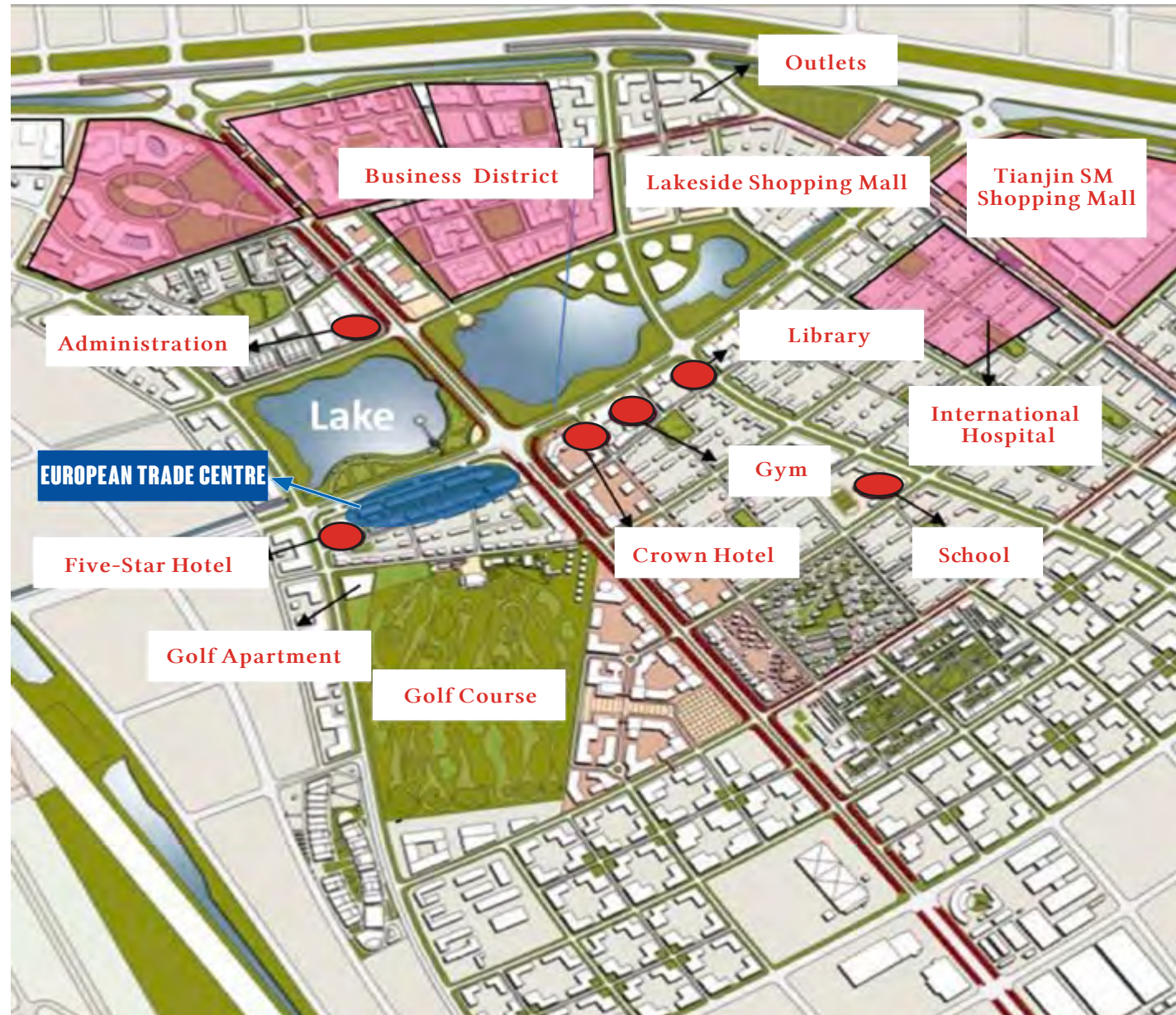
The Crown Plaza 5 Star Hotel guarantees a luxury accommodation and is equipped with a number of facilities. Many other hotels in the surrounding area, such as the Hilton and the Holiday Inn, are currently under construction. A wide range of apartments and villas provide customers with a comfortable living environment to suit all their needs.

Lifestyle Facilities

The area offers a range of convenient lifestyle facilities, such as supermarkets, restaurants, hospitals, barbershops, laundries, post office etc... Furthermore, located next to the ETC, there is an 18-hole golf course and a Sport Center.

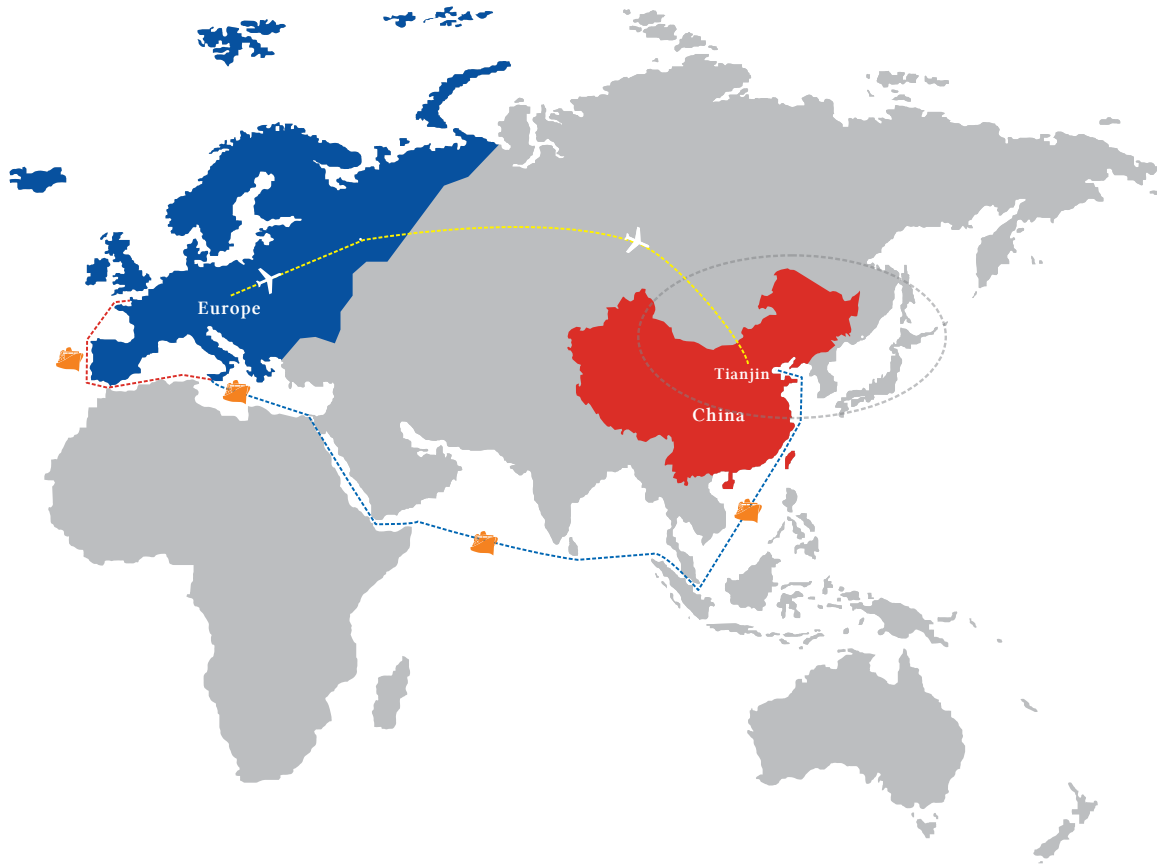
Financial Facilities

More than 40 financial institutions are based in the Airport Economic Zone.



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MARKET & TARGET CUSTOMERS



TARGET CUSTOMERS

Sufficient Customer Source

- Population of 80,000 within 1 km of site (from the site)
- Population of 150,000 within 2 km of site
- Population of 2 million within 20 km of site
- Population of 15 million within 50 km of site
- Population of 40 million within 100 km of site (Beijing& Tianjin area)
- Population of 200 million within 500 km of site (Bohai area)

Officials, Businessmen & Foreigners

ETC is close to the government bureaus, to international enterprises and to high-level residences. So far, thousands of medium & large enterprises have established their offices within 2 km of ETC. Hence here is a substantial consuming market targeting officials, businessmen and foreigners.

Tourists

There are many touristic spots in this district, from the industrial tourism area, the international cruise port to the beautiful Lake Resort. Around 120 million travelers come here every year.

Retailers& Wholesalers

As the first large European centre selling imported European products both to consumers (B2C) and to distributors, retailers and wholesalers (B2B), ETC will attract thousands of buyers.

North & East Asia market consumers

ETC can also act as a transit base and a goods delivery center for international trade, covering countries such as Japan, South Korea, Russia and Mongolia.

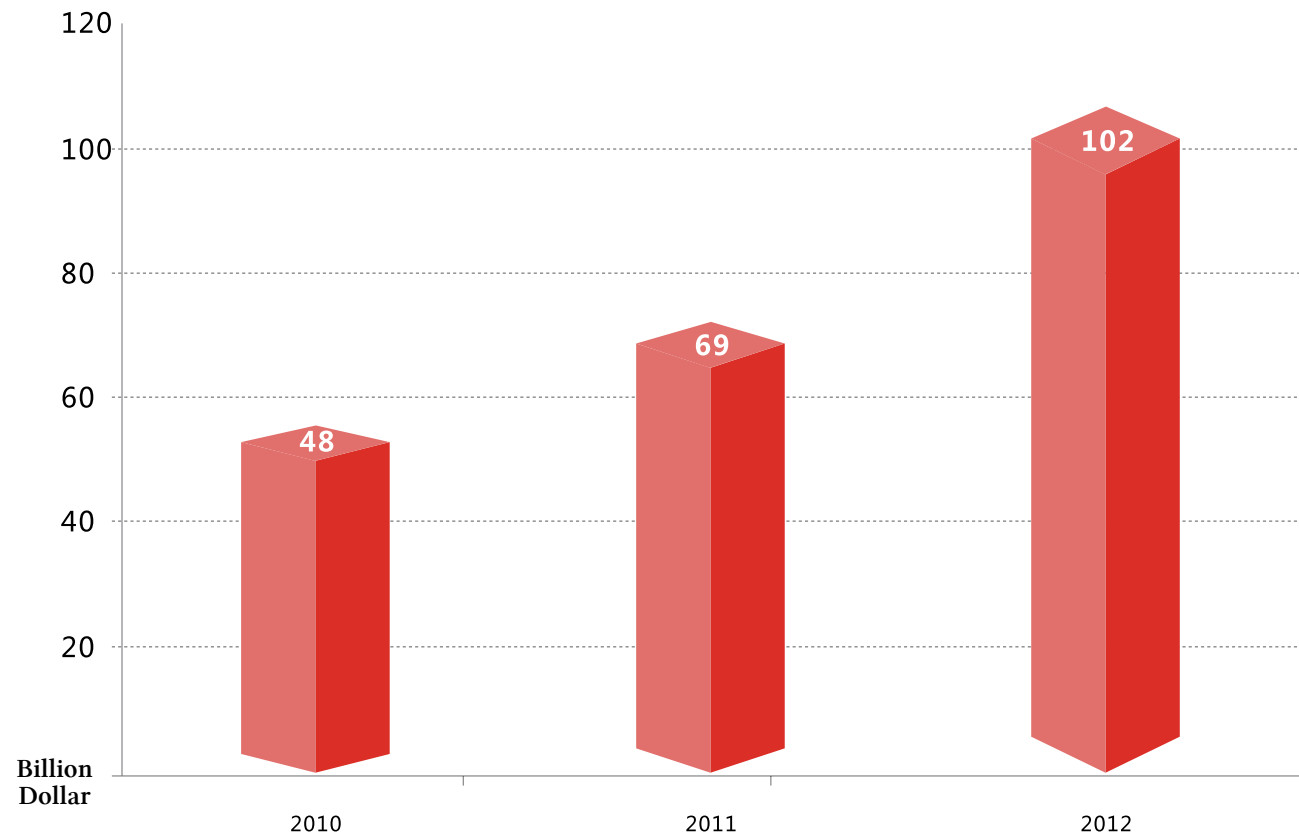
- Chinese people love European products and culture. Italy, France and Spain are the most popular tourist destinations.
- Nowadays, the consumption level of Chinese tourists travelling abroad is the highest in the world and shopping accounts for the biggest portion of the consumption. The number of Chinese people who travelled abroad in 2013 was 95 million, increased by 15% compared to 2012.
- EU exports to China rise continuously. China is the second export partner to EU. However, the current European products in China

are centralized in the high-end, luxury market with limited category choices and high prices.

- Chinese people have a huge demand for European high quality food.
- Around 213 million Chinese people purchase goods online frequently. China is one of the largest e-commerce markets in the world.
- Population of north China accounts for 40% of China's population. The Beijing & Tianjin area is one of the richest areas with a high consumption level in China.
- Around 1.5 million foreigners reside in China.

MARKET DEMAND

The Overseas Tourism Consumption of Chinese People from 2010 to 2012



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SUPPORT & SERVICES

BRAND PROMOTION SUPPORT

ETC has a professional brand promotion service team and abundant media resources, enabling multi-channel brand promotion, both online and offline, for companies established at ETC.

ETC will also organize regular events and exhibitions to promote itself and consequently the European companies established at ETC.

WAREHOUSE SERVICE

ETC owns a professional bonded warehouse in Tianjin Airport Economic Area, accounting more than 10,000 sqm in total. The storing spaces of the warehouse measure from tens to thousands sqm, meeting the various demands from each company. The whole warehouse is operated with modern operating equipment and a professional management team, which greatly increases the efficiency and use rate of the warehouse and reduces the storing cost of companies established at ETC.

EXHIBITION SERVICE

The companies in ETC may display their product and producing techniques by turn or intensively in the specially designated space and reserved counters of ETC. The exhibition center of ETC provides various all year round services to meet different demands from companies, including exhibition planning, exhibition organization, PR events planning, promotion campaign planning and ceremony planning. Meanwhile, based on the free trade exhibition policy, companies could enjoy free tax on products during the exhibition.

COOPERATION MODES

There are 5 cooperation modes available to select for startup in ETC, including:

- Fixed rent
- Joint operation
- Commodities purchased by ETC
- Consignment
- Sales commission

GOVERNMENT SUPPORT

The European Trade Centre has an excellent relationship with the local authorities that fully support the project and offer incentives to European companies established at ETC, such as preferential tax policies and rapid custom clearance.

FINANCIAL AND LEGAL SUPPORT

A local bank and two agencies will be appointed to provide financial support (loans and loan guarantee services) and related financial services to the companies established at ETC. Similarly, an appointed legal firm will provide essential legal services.



PREMIUM ONE-STOP SERVICE

The ETC international one-stop service team will provide the following support:

- Company Registration
- Human Resources
- Import Clearance and Terminal Sale
- E-commerce and Logistics

6 | MARKETING STRATEGY

1 THEMED EVENTS

The key of European Trade Centre marketing strategy is to organize various artistic events to attract customers and media, such as European festivals, art exhibitions, trade fairs and interesting workshops. Customers would experience European history, culture, art and lifestyle through diverse interaction.

2 WEBSITE

The official website of ETC will be aimed at delivering news and planned activities to customers.

6 MEMBERSHIP

The membership of ETC will provide various benefits to customers in order to increase their loyalty, such as birthday gifts, exclusive discounts and information about new products.



3 ADVERTISING

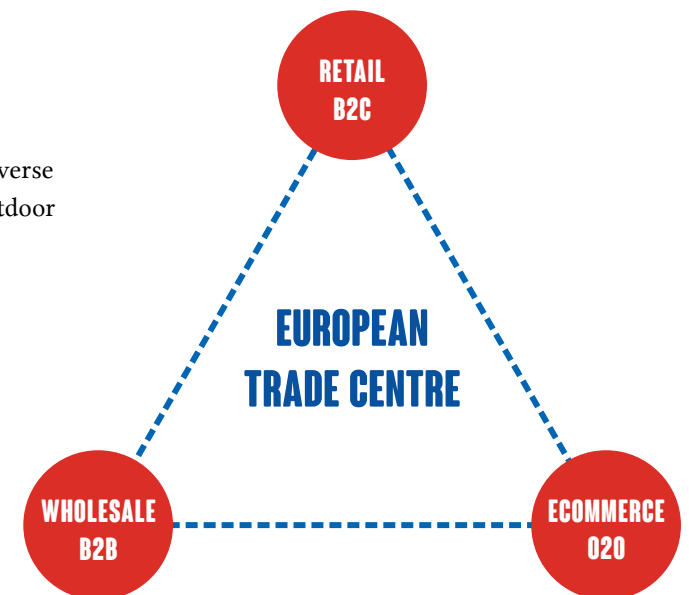
Advertisement will be made through diverse channels, including TV, radio, CBD outdoor & indoor space and popular websites.

5 PR

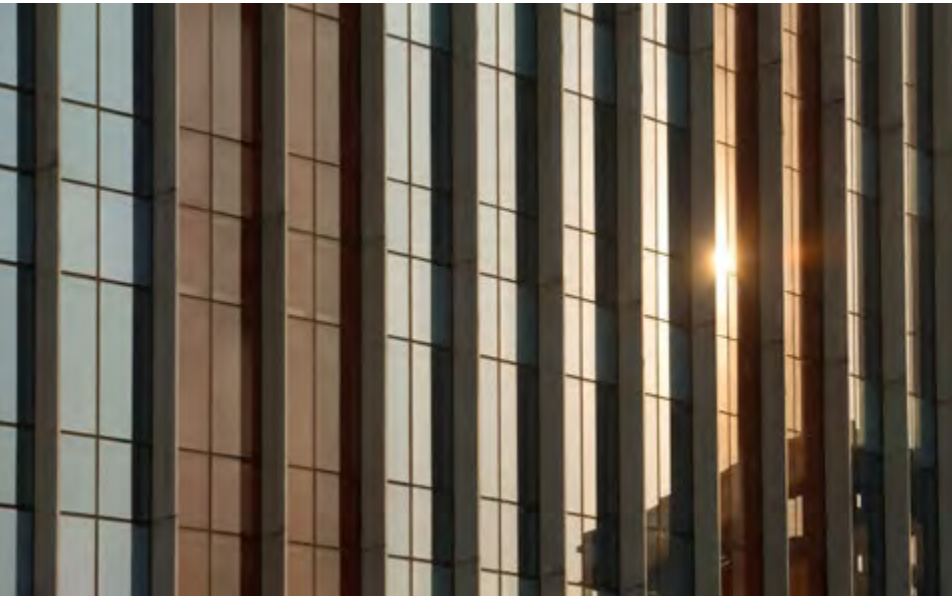
Various PR activities will be carried out to increase ETC awareness through media influence, including PR conferences, online & offline editorials and involvement of celebrities.

4 SOCIAL NETWORKS

A variety of social networks, including Wechat, Weibo, Facebook and Twitter, will be used to continuously deliver news of ETC and interact with the customers.



7 | ARCHITECTURE AND PLANNING



ETC covers an area of around 430,000 sqm, within which the commercial architectural area of phase one is around 90,000 sqm. Total office area is around 200,000 sqm; hotel area is around 69,000 sqm and apartment area is around 70,000 sqm. ETC is designed in a modern style, with a simple but beautiful space structure and elegant interior decoration, which fully reflects the quality first philosophy of the European lifestyle.

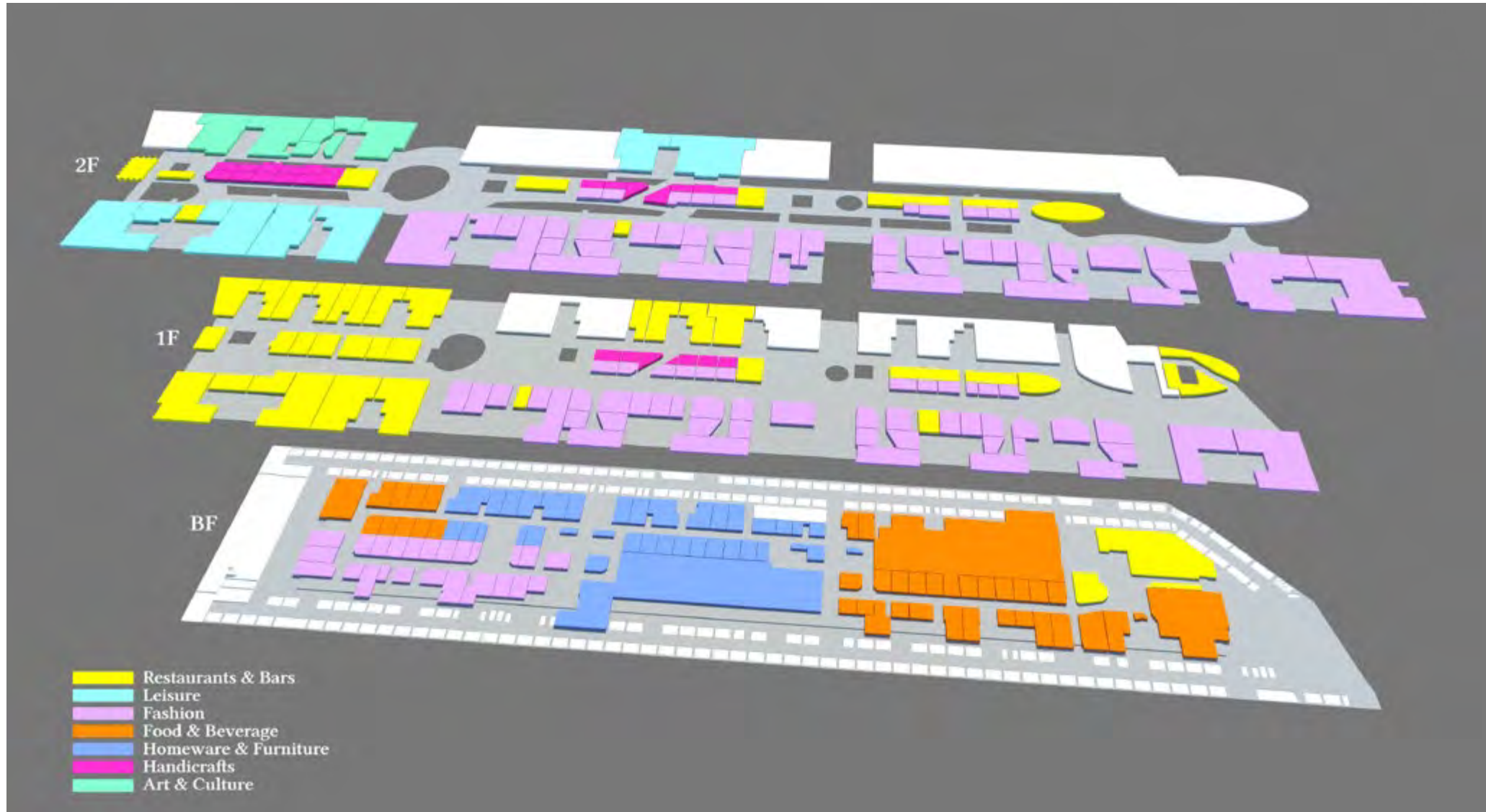
ARCHITECTURE





EFFECT PICTURE

SCHEMATIC PLAN









RESTAURANTS & BARS



LEISURE



FASHION



ART & CULTURE



HANDICRAFTS



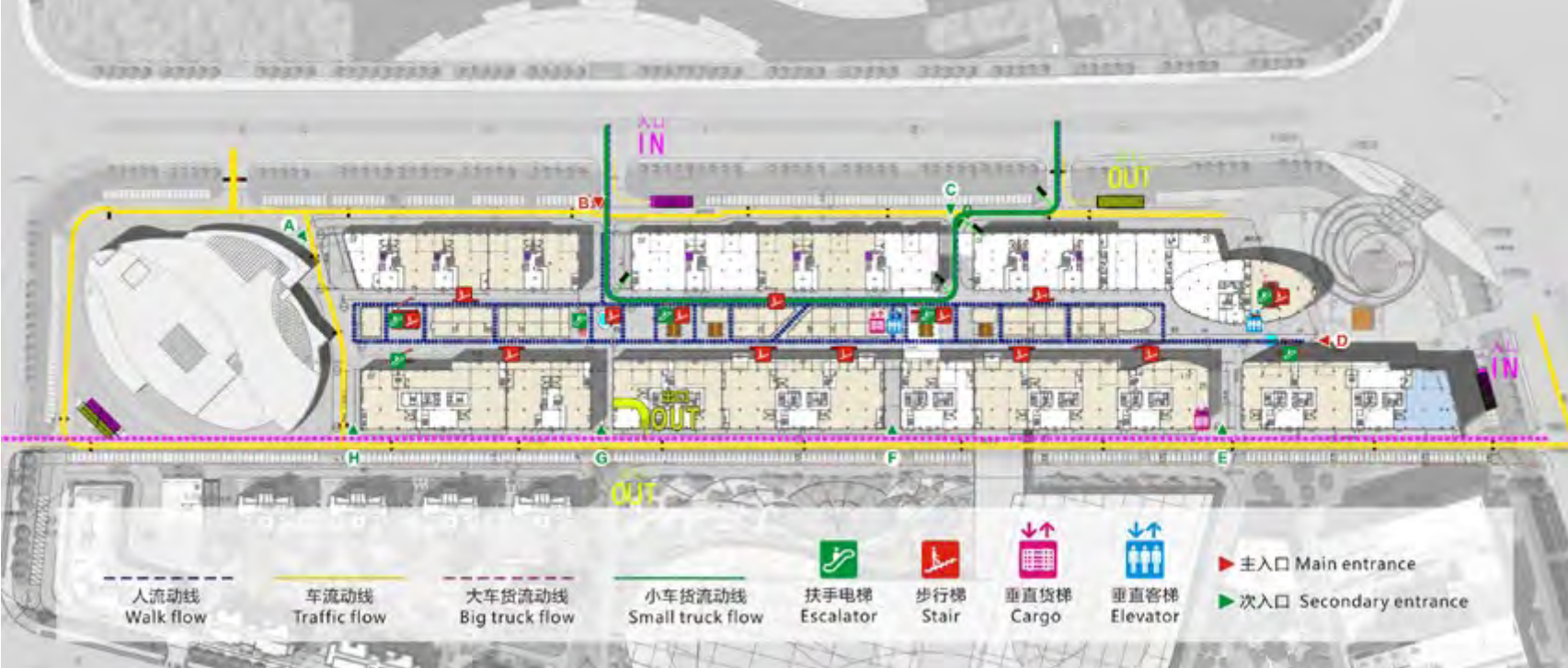
FOOD & BEVERAGE



HOMEWARE & FURNITURE



- 1 商业街 Business Street
- 2 1-2F商业, 3-5F办公 1-2F Business,3-5F office
- 3 五星级酒店 5 Star Hotel
- 4 酒店式公寓 Service-apartment
- 5 公寓 Apartment
- 6 二期商业 Second stage business
- 7 写字楼 Office



INTERNATIONAL PROJECT TEAM

Signature Architect	<i>Shunxiao Liu</i>
Concept Design	<i>Zplus Architectural & Planning Company</i>
Architectural Design	<i>Tianjin Architecture Design Institute</i>
Landscape Design	<i>Tianjin Urban Planning & Design Institute (TUP)</i>
Structural Engineer	<i>Guiru Zhang</i>
M&E Consultant	<i>Lei Xu</i>
Joint Sole Leasing Agent	<i>Shanghai Keyi Business Management Co., Ltd.</i>
Owner	<i>Tianjin Wanshun Binhai Real Estate Development Co., Ltd.</i>
Developer	<i>Tianjin Wanshun Binhai Real Estate Development Co., Ltd.</i>
Management	<i>Tianjin Wanshun Ronghe Business Management Co., Ltd.</i>

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INVESTOR & DEVELOPER



MR. BAI SHAOLIANG

Chairman of Tianjin Wanshun Group

Mr. Bai Shaoliang is the chairman of Tianjin Wanshun Group and the general leader of ETC. Mr. Bai has an EMBA degree from Nankai University, one of the top universities in China. He is also the president of the Nankai EMBA club. As a renowned real estate developer, Mr. Bai is regarded as the leader of Tianjin's high-end real estate projects and was awarded as one of the 100 best entrepreneurs in Tianjin.

Mr. Bai pays a lot of attention to architectural quality. Every one of his projects led the market trend and continuously created industry miracles. In 2005, Mr. Bai started investment in Tianjin Binhai New Area and developed the Finance Center, Investment Service Center and Ronghe Plaza in the Airport Economic Area. Mr. Bai is easy-going, modest and honest but also innovative in business. He always holds the philosophy of honesty first and has gained an excellent reputation in cultural and economic domain.



MR. LING CHAOXIANG

CEO of Tianjin Wanshun Group

Mr. Ling Chaoliang is the CEO of Wanshun Real Estate Co., Ltd and the chairman of Tianjin Wanshun Ronghe Business Management Co., Ltd. He is also the CEO of ETC project. Mr. Ling has a master degree in project management of University du Québec (Canada), and an education background in law and international trade. As the managing director of Wanshun Property Group, Mr. Ling takes care of all property management including researching, planning, designing, construction and marketing. Mr. Ling is an idealist with courage and wisdom, but also a man of action with years of professional experience. During the past development of the Wanshun Group, Mr. Ling has contributed great passion and vast time on work. With his extraordinary experience, Mr. Ling is regarded as the most important asset of the Wanshun Group. Each project and building under the leadership of Mr. Ling has become the long-lasting landmark.

ETC VISION

Thanks to the common dreams of Mr. Bai and Mr. Ling and their elaborate leadership, ETC is to be developed as a new business model and a new commercial brand for the European products experience centre. As Mr. Ling stated: ETC will not only provide the purchasing opportunities of good quality European products for Chinese consumers but also provides European SME's with the perfect access and platform to the Chinese market.

ETC is a project developed by Tianjin Wanshun Real Estate Group, an integrated real estate developer with more than 10 subsidiaries and provides related services. The wholly owned subsidiary of Wanshun group - Tianjin Wanshun Ronghe Business Management is in charge of ETC investment.



Contact Details

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