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China Strategy Ltd
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Overview of Services

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Highlights of our 27 years track record in China and our previous involvement in the 2008 Olympics and Foreign Investment promotion is outlined in the separate brief of Gilbert Van Kerckhove who is also currently Senior Consultant - Olympic Economy for the Beijing Development & Reform Commission, Beijing Municipal Government.

Our company provides the following services, among others:

- 1. Overall business climate in China, focus on Beijing**
- 2. Successful company seminars and PR events**
- 3. Beijing's modernization drive - the 2008 Olympics**
- 4. Coaching of companies - result oriented**
- 5. General conditions**



Sun Bin, Dr. Jacques Rogge (President IOC) and Gilbert Van Kerckhove
Beijing June 2005

1. Overall business climate in China, focus on Beijing

We offer briefings and seminars on the varied aspects of successfully conducting business and living in China, such as:

- economy, investment and trade in China
- international trade and politics - China and the World
- legal aspects , e.g. Government Procurement, Public Bidding, PPP/BOT and other
- cultural and political aspects - crossing the cultural divide
- a personal view on the Chinese society and attitudes
- human resources - how to recruit, manage and motivate Chinese and foreign staff
- operating modes and cost considerations
- how to conduct business to achieve results
- “guanxi” - the art of networking with Chinese and foreign individuals and entities
- how to deal with clients and government entities
- navigating the Chinese bureaucracy - lobbying
- living and working in Beijing; entertainment, housing, getting around
- other topics on demand.

Briefings, seminars and lectures are done in a flexible format and allow for ample and lively Q&A:

- individual meetings, including with senior staff relocating to Beijing
- seminars for specific audiences such as a board of directors
- briefings for foreign trade & investment delegations visiting Beijing
- seminars for foreign (E)MBA students visiting China on a fact-finding tour
- lectures in local and foreign universities
- guest speaker in public or private events.

Gilbert has a proven track record in conducting lively and captivating seminars. A detailed list is available on request.

2. Successful company seminars and PR events

Seminars and Public Relations events require time and money to prepare and organize. But how many are really successful? Did the event give value for money?

- Is the company or group of companies just making presentations to each other but not to potential customers?
- How many empty seats after lunch? Are people listening and interested?
- Are the right people sitting in the audience?
- Are the logistics and the venue for the event up to your expectations?

Working closely with the client, we make sure presentations and events are reaching the right audience. We cooperate with government entities and service companies to guarantee the investment pays off and the event is more than a glitzy PR exercise.

Examples:

- seminars by one company to target the right audience
- multi-sector delegations, e.g. a foreign trade delegation with many individual companies, looking for a first contact with the market and possible clients.

The cost for company seminars and PR events depends on the nature & size of the event.

3. Beijing's modernization drive - the 2008 Olympics

In January 2006 we delivered to the Beijing Government a confidential study on the economic outlook in Beijing for the next coming years, with a detailed analysis of various factors affecting investment and business, feedback from the foreign business community, an overview of the experience of previous Olympic host cities, recommendations for the post-Olympic economy as well as for the medium term development of China's capital.

The full report, including attachments counted 1,500 pages. It represents a good example of our continuous attention to Beijing's exceptional development.

The development of Beijing in view of the 2008 Olympics continues to appeal to many companies and to the media. As a result of our long involvement in the preparation of the Olympics, the modernization of China's Capital and its economy, we are receiving frequent demands for exploratory meetings and interviews to explain the business opportunities and procedures to get involved in projects.

Getting an in-depth view on the complexities related to the business opportunities remains a typical challenge for foreigners - the Beijing Government and its bureaucracy are not much forthcoming in giving pragmatic and useful information.

We frequently organize seminars related to the preparation of the city to host the Olympics, an assessment on the impact of the Olympics on Beijing and China. Often audiences request a focus on particular aspects, e.g. on how public tendering works.

Possible venues: meeting room or venue of the client's choice; over lunch or dinner.



Gilbert Van Kerckhove addressing the CBD Seminar in October 2008

4. Coaching of companies - result oriented

A personal all-round attention

We provide coaching to companies to improve their understanding of the business environment, defining their niche market, planning their strategy, tackling business issues, resolving networking requirements and focused reports. Typically the coaching is done during periods of three months or longer and the client can request assistance at any time.

Besides our familiarity with the Chinese administration and industry we also have a wide network of foreign companies and entities involved in the China market. We can link the client with suitable contacts.

We can assist clients in their efforts to pursue their specific goals such as projects, trade and the setup of particular operations and to improve their lobbying.

We also provide guidance on how to cope with stress in this hectic city.

Overall, we deliver pragmatic business strategies, not just by producing fancy PowerPoint presentations but also assisting the client in the implementation when more than often strategies must be adapted.

Assistance for particular projects or market segments

We also assist clients to solve complex lobbying and marketing challenges, making good use of our vast network of relations.

We deliver very focused reports on specific concerns and interest, such as relative to market specifics, evaluation of companies and potential partners

5. General conditions - client base

Fees for meetings, seminars and coaching depend on the topic, nature and intensity of our services, typically:

- formal seminars: euro 1,200
- individual meetings: euro 700
- long-term coaching: euro 400 per hour or a fixed monthly fee; in some cases we agree on an additional success fee.

The above mentioned fees are for indication only. Please contact us for further details and a quotation based on your specific requirements.

Fees are billed and paid either in RMB¥, US\$ or euro.

We provide official Chinese invoice and receipt when required.

Our clients, besides the Beijing Municipality and international organizations such as UNICEF, come from a wide variety of countries such as Belgium, Germany, France, UK, Italy, Greece, Israel, USA, Australia and others.

Gilbert VAN KERCKHOVE
Managing Director

SUN Bin (Ms.)
Deputy Managing Director