



中国国际进口博览会
CHINA INTERNATIONAL
IMPORT EXPO

Exhibitor & Exhibit Information of the Third China International Import Expo

General No. 7

Trade in Services (No.2)



新 时 代 共 享 未 来
NEW ERA SHARED FUTURE



中国国际进口博览会
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Notice for Reading

Dear readers and users of the *Exhibitor and Exhibit Information of the Third China International Import Expo*,

On the basis that exhibitors volunteer to provide relevant information, the China International Import Expo Bureau (hereinafter referred to as the "CIIE Bureau") compiles, not for profit, and freely provides the *Exhibitor and Exhibit Information of the Third China International Import Expo (CIIE)* (hereinafter referred to the *Exhibitor and Exhibit Information*) in order to timely provide buyers and relevant units with information about the exhibitors and their exhibits and facilitate the matchmaking and negotiation before the CIIE.

The information on relevant exhibitors, their commodities or services has been provided by corresponding exhibitors of the third CIIE. Meanwhile, such exhibitors will be liable for the truthfulness, accuracy, and validity of what they have provided. The CIIE Bureau just collects, arranges, and releases relevant information.

When you read or use the *Exhibitor and Exhibit Information*, please contact the CIIE Bureau timely if any untruthful or unfaithful information is found, for prompt verification and correction. If any suspected illegal condition is found, relevant legal provisions can be referred to for disposal or please immediately contact the CIIE Bureau and we will remind relevant units for rectification.

It is hereby declared.

Contact: zsc@ciie.org

China International Import Expo Bureau

May, 2020



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Introduction to Exhibition Area

The Trade in Services Exhibition Area covers finance, logistics, consulting, property management, supply chain management, retail and cultural tourism.

With a planned exhibition area of 30,000 square meters, the Trade in Services Exhibition Area of the Third China International Import Expo (CIIE) will highlight the theme of "Innovation Adding Value" and the innovations introduced by frontier and cutting-edge technology in the service industry. Each of the major modules and exhibitors in the exhibition area has distinctive features of its own. The financial service module will for the first time introduce nonbank financial institutions, including subsegment exhibitors involved in supply chain finance, financial investment, exchange, credit rating, and blockchain fintech; as usual, leading banking and financial institutions will continue to participate. The traditionally competitive logistics module will, on the themes of "Belt and Road & China Railway Express" and "digital logistics," showcase the international transport emergency solutions and

digital innovation schemes of leading sea transportation, air transportation, and freight forwarding companies. Professional counseling, legal, testing and supply chain management agencies will provide one-stop solutions such as international trade support, international arbitration and multinational standard certification, explore the infinite possibilities for futuristic office work, digital transformation and intelligent enterprise management, and help enterprises seize the development opportunities that come with the times.



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CBRE

◆ Brief Introduction to Exhibitors

CBRE is the world's famous commercial real estate services and investment firm included in the Fortune 500 and the S&P 500. CBRE offers a broad range of integrated services to property owners, investors and renters, including facilities, transaction and project management; property management; investment management; appraisal and valuation; property leasing; strategic consulting; property sales; mortgage services and development services. The company has more than 530 offices with over 100,000 employees around the world, including 11 offices in mainland China, Hong Kong and Taiwan, China, with the business covering more than 100 cities in China.

Official Website: www.cbre.com

Contact: Ms. Cidy Ding

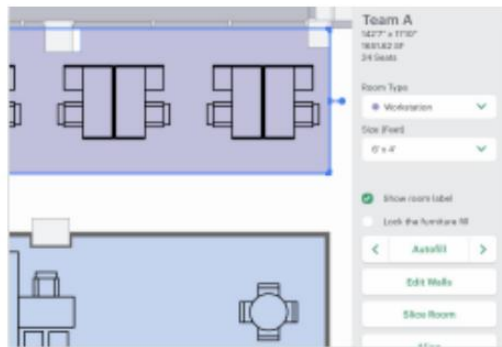
Contact email address: cidy.ding@cbre.com

◆ Services to be Exhibited

Interactive Real Estate Marketing and Leasing Floored Tool Kit

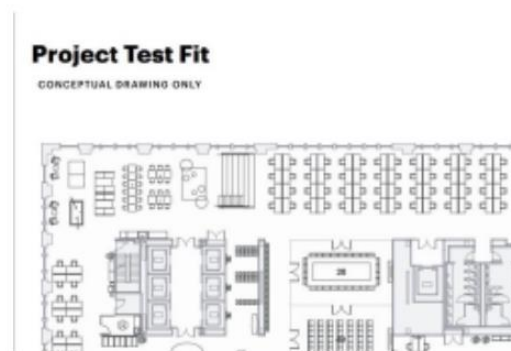
This is an interactive real estate marketing and leasing tool kit independently developed by CBRE, which can optimize space design and the making of floor plans by virtue of 3D technology. It includes three

tools below. The first one is Floored Plans, an interactive leasing tool for



自定义设计标准

使用自定义家具、装饰和房间配置
来构建平面草图



平面设计草图导出和共享

快速以PDF, CAD文件形式导出和共享
平面草图设计

creating 2D and 3D floor plans. With this tool, users can submit their plans and generate 3D models, in favor of showing office space to clients in a better way and reducing the time for field visit and drawing design.

Touch screen navigation is available for this tool. The second one is



Floored Plans Pro, the professional version of Floored Plans. It features richer functions, such as office wall design and type of office furniture. It enables users to create and explore the "enterprise- customized" designs

and 2D and 3D plan designs in a real-time manner. The third one is Floored Build, an interactive tool for designing 3D space platforms. It is able to convert sketches, photos, Floored Plans and CAD plans into customized 3D environments that can be accessed and delivered via the webpage. It only takes a few weeks to deliver the 3D rendering space through the embedded web links, which facilitates the access and sharing of clients.



Figures1, 2 and 3: Promotion Photo for CBRE



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Deloitte

◆ Brief Introduction to Exhibitors

Founded in London, the UK, in 1845, Deloitte is a leading global provider of comprehensive professional services and has participated in the previous two sessions of the CIIE. Deloitte provides listed and non-listed enterprises with such services as audit and assurance, tax and business consulting, legal and management consulting, financial advisory, risk advisory and related services. Its clients include global and regional large enterprises and public agencies, with member firms in 150 countries and regions around the world. Deloitte has its business operated in China for a century since its office established in Shanghai in 1917. In 2012, Deloitte & Touche announced the conversion to the Special General Partnership. Approved by the Ministry of Finance, Deloitte & Touche (Special General Partnership) has been providing services since January 1, 2013, on the Chinese mainland.

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◆ Services to be Exhibited

Deloitte leasing accounting management platform 2.0

Deloitte leasing accounting management platform 2.0 is a set of digital solutions for enterprises with leasing business to manage leasing items in compliance with regulations and disclose output statements. In order to cope with the new leasing accounting standards (IFRS 16, ASC 842, CAS 21) for the refinement of the accounting requirements of leasing business, lap leasing accounting management platform 2.0 identifies and manages the leasing accounting content required by the new standards through the automatic identification and management of leasing contracts, multi criteria basic information management, multi criteria accounting lease accounting and multi criteria comparative calculation, and then converts the accounting information according to the standards. In the leasing accounting platform, the requirements of the new standards are also included This node generates cost and interest payment plans, asset information, lease change revaluation, accounting entries, and supports the issuance of various statistical analysis, impact assessment, and forecast data analysis reports. Finally, it helps customers to clarify the leasing business content and provide standardized leasing accounting process management services.

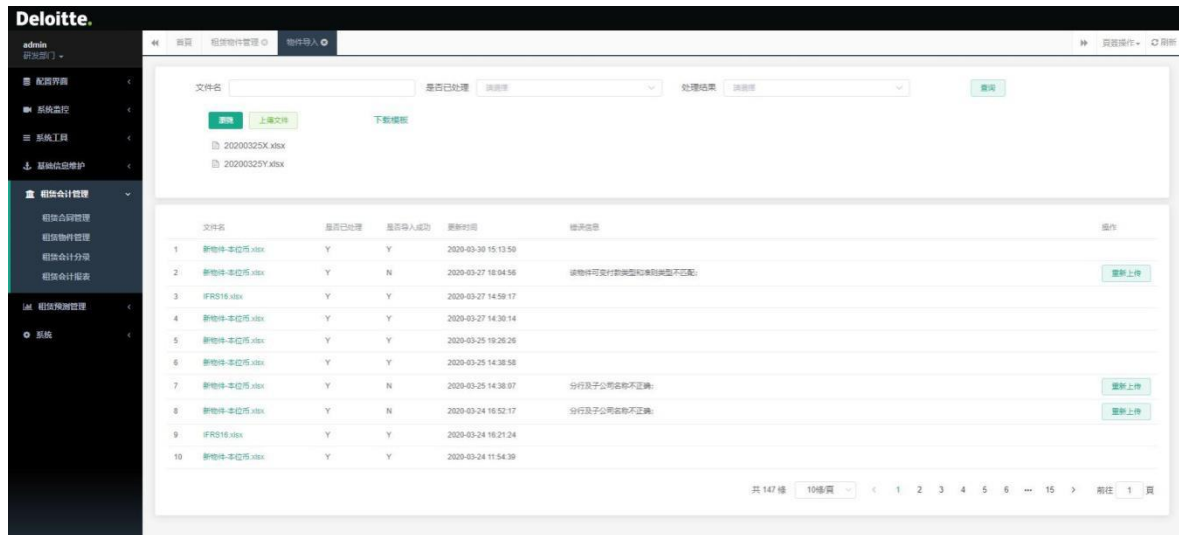


Figure 4: Picture of the Operation Page of Deloitte Lease Accounting Platform 2.0

D.Spot, a remote spot check and event management solution

Leveraging extensive experience in event on-site management, event compliance management and the design and construction of corresponding management index systems, Deloitte has developed D.Spot, a remote spot check and event management solution, to help enterprises achieve effective, rapid and low-cost remote management of various operational activities by embedding intelligent algorithms, integrating process information and constructing automated analysis system. User can gather meeting information, broadcast and remote manage personnel with facial recognition technology through mobile APP and Wechat mini program. Interact with front end users to implement remote management.

Consumer Insight

Consumer Insight is a data-driven tool which analyzes consumer data through mining consumer behavior phenomena, combined with industry knowledge, and provides final solutions with certain business problems. Through a set of end-to-end data specialization services, data resources are transformed into powerful engine boosts, providing consumers with insights and helping companies to make strategic adjustments and layouts from analysis, decision-making, operations, and planning.



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KPMG

◆ Brief Introduction to Exhibitors

KPMG is a global network of professional services firms providing Audit, Tax, and Advisory services. We operate in 147 countries and territories and have more than 219,000 people working in member firms around the world. In 1992, KPMG became the first international accounting network to be granted a joint venture licence in mainland China. KPMG China is based in 24 offices across 22 cities with around 12,000 partners and staff. Working collaboratively across all these offices, KPMG China can deploy experienced professionals efficiently, wherever our client is located. KPMG has participated in the previous two sessions of the CIIE.

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◆ Services to be Exhibited

KPMG's Digital Transformation Solutions

KPMG Connected Enterprise, the customer-centric, insight-driven, industry-specific digital transformation approach initiating the concept of

"shaping the industry future". Connected Enterprise focuses every process, function, and relationship of your organization on meeting customer expectations, creating business value and driving sustainable growth in a digital world.

KPMG Powered Enterprise, outcome-driven functional transformation solutions that combine deep functional knowledge, proven delivery capability and cloud technologies and proposes to provide fast and standard digital solutions through asset-light.

KPMG Lighthouse is an one-stop data-driven digital solutions. For clients' pains and difficulties during transformation, KPMG Lighthouse solutions leverage artificial intelligence and big data related technologies to liquidize enterprises' data assets.

Future of Tax

At KPMG we have combined our technology, transformation and compliance capabilities under a new framework — Tax Reimagined. Tax is being reimagined for today's world. A world that has changed dramatically. Geopolitical shifts. Technological innovation. Globalization. New business and consumer demands. These trends are transforming the way tax leaders are thinking about tax.

The old country-by-country, tax-by-tax approach no longer works. Businesses increasingly want a strategic relationship with a partner who can travel the journey with them to a new target operating model for their tax and finance functions. A model that is digital, global, efficient and effective in unlocking strategic value.

Welcome to Tax Reimagined. A new framework, which brings together our tax knowledge and transformation skills, our leading technologies and our expertise in delivery across the world to meet the new demands businesses face.



Figures 5 and 6: Pictures of KPMG Booth at the CIIE



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King Wai Group - IMX

◆ Brief Introduction to Exhibitors

King Wai Group was founded in Hong Kong by patriotic Hong Kong businessman Dr. Chan King Wai in the 1980s. It has participated in the previous two sessions of the CIIE. Currently, IMX has bonded warehouses in major duo-airport cities in China such as Beijing, Shanghai, Chengdu and Guangzhou. And relying on the technical & venture capital support of the group's incubator arm, the Bauhinia Valley, IMX provides tech services to facilitate cross border trading such as multi-lingual translation through AI, intelligent supply chain management (a combination of air, China-Europe Rail & High Speed Cargo Trains) to yield efficient connection of global logistics networks. Moreover, under the strategic “Belt and Road” initiative, IMX cooperates with the Thailand-ASEAN City project to establish the “Bauhinia Valley China-ASEAN Free Trade Cooperation Center”. Last but not least, KJT.com under IMX is the first batch of approved cross-border e-commerce platforms in China.

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◆ Services to be Exhibited

Formation of Localized Strategies in Branding, Products & Distribution

The difference in culture often presents a bottleneck for many international brands coming to China and IMX can help these brands to custom-tailor their localized strategies in branding, product differentiation & distribution in order to enhance their overall presence.

1. Branding - showcasing the brand in a localized fashion which appeals to domestic customers

2. Product Differentiation - highlighting the key attributes of the product to enhance recognition on its innovation & craftsmanship

3. Distribution Channels - combining the strength of our on- & offline distribution capabilities within the King Wai Group, we can establish a fluid network of product distribution swiftly.

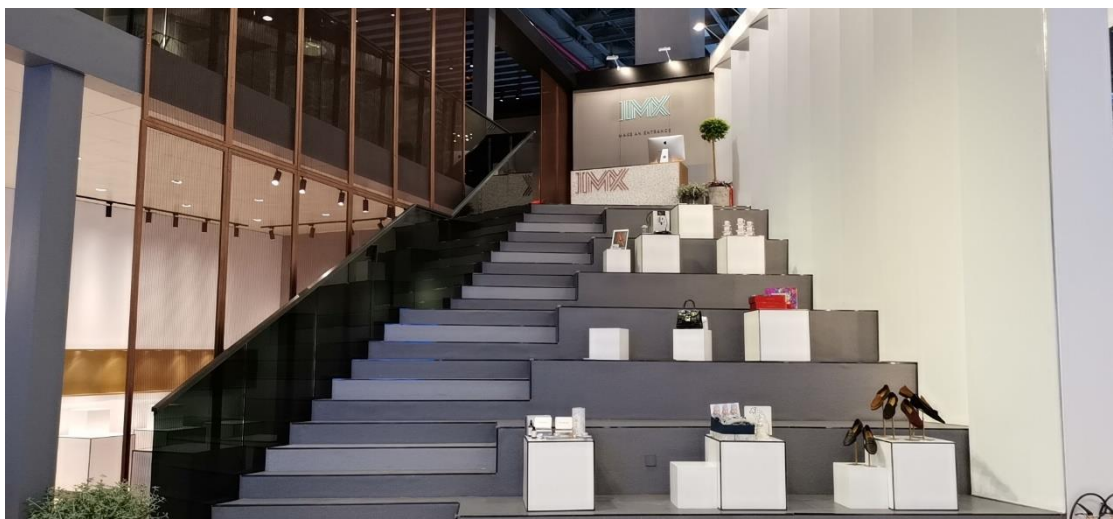


Figure 7: Promotion Photo for IMX

Big Data Support on Client Identification and Business Development Strategies to Promote Overseas Brands

IMX leverages on big data analytical capability to decipher consumer behavior whereby tailor appealing brand messages to deeply penetrate its target consumer segment. Consistent target marketing activities is demonstrated from online brand content to offline marketing activities. Strategic partnership between IMX and Shanghai Data Center provides in-depth consumer analysis based on data collected from multiple popular electronic shopping platforms. The findings afford brands to uncover potential consumer groups and summarize their spending patterns to concisely selecting appropriate distribution channels. IMX also formed partnership with Forbes in China headquarters, leveraging on its enormous database in forging a comprehensive PR plan to reach target consumers. Marrying up key messages appeal to target consumers and the power of technologies to rapidly heighten brand recognition.



Figure 8: IMX Booth Picture



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EXPERIAN

◆ Brief Introduction to Exhibitors

Headquartered in Dublin, Ireland, EXPERIAN is a leading global information services company with a history of 125 years. It is committed to helping consumers understand personal credit and obtain financial services, and assisting organizations in preventing identity theft, fraud risk, etc. EXPERIAN has its business operated in 44 countries and regions in the world, employing 17,200 people. It has been on the list of the World's Top 100 Most Innovative Companies by Forbes for 5 consecutive years. EXPERIAN entered the Chinese market in 2005 and got the approval of the People's Bank of China for its application for corporate credit services in 2018, making it the first British-invested sole company obtaining such approval among all foreign-invested sole companies in China. In the Chinese market, it is specialized in four services, including business credit reporting, decision-making analysis, anti-fraud & identity authentication, and data quality and targeted marketing. It conducts business in 355 cities of 31 provinces and municipalities in China. Its clients include Global 500 enterprises, commercial banks and rural commercial banks in first-tier cities, consumer finance and Internet finance companies, etc.

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◆ **Services to be Exhibited**

EXPERIAN Special Report Services

The services include due diligence monitoring, bidding compliance review, data customization and emergency impact assessment, helping enterprises avoid credit risks.

Due diligence monitoring: It is designed to supplement the due diligence service. This service aims to help customers identify compliance risks more precisely and increase the work efficiency of relevant personnel by keeping tracking such information as enterprise' s industrial and commercial information, judicial information, operating qualifications, public opinions, intellectual property, and negative records, and distinguishing the changes of data by risk.

Bidding compliance review: This service is able to help enterprises identify risks of accompanying bidding and bid-rigging.

Data customization: The data customization of different types and the basic analysis of customized data are conducted based on customer needs, such as bribery investigation, partner investigation, and the provision of the list of enterprises with special qualifications.

Emergency impact assessment: Data analysis technology is leveraged to help customers find out effective risks among a great deal of enterprise information, and comb through the credit-control risks of existing and new partners.



Figure 9: Promotion Photo for EXPERIAN

EXPERIAN Overseas Credit Report Service

EXPERIAN provides customers with overseas credit reports covering more than 200 countries and regions around the world to help enterprises assess the credit status of potential customers, suppliers and existing trade partners. The report contains such information as registration, shareholders and their shares, principal management personnel, affiliated companies, historical changes, number of employees, purchase, sales, judicial records, public records, main businesses, industry background, financial materials, credit rating, and suggested credit limit.

Note: The accessibility of materials depends on national filing requirements on enterprises.



Figure 10: Promotion Photo for EXPERIAN

EXPERIAN's PowerCurve Collections Strategy Management Tool

This is an end-to-end collections management system helping customers tailor their collections methods, match specific debt affordability, financial targets and customers value strategies and realize the personalized and unimpeded debt collection. With a clear and simple system interface, users can design and execute compliant and highly-effective strategies.



Figure 11: Promotion Photo for EXPERIAN

EXPERIAN's PowerCurve Customer Management Tool

This tool is able to help financial institutions realize decision management across the Customer Life Cycle by virtue of data analysis and customize quotations and operation through the understanding of each customer to establish ideal relationships with high-income customers. With this tool, financial institutions can create a dynamic file for each customer, which contains all relationships between customers and their own enterprises or organizations, as well as rating and measurement of risks, profitability, payment preferences, life cycle value, etc.



Figure 12: Promotion Photo for EXPERIAN



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Official Website of the CIIE:

<https://www.ciie.org/>

Service hotline:

+86-21-968888



Official APP



Official WeChat

We are looking forward to seeing you at the third CIIE.

