



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. 22

Trade in Services (No.5)



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NEW ERA SHARED FUTURE



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## Notice for Reading

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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](mailto:zsc@ciie.org)

China International Import Expo Bureau

June 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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## **NIPPON EXPRESS**

### **◆ Brief Introduction to Exhibitors**

Founded in 1872, NIPPON EXPRESS has 707 branches in 300 cities of 47 countries outside Japan, and it is the largest comprehensive logistics enterprise in Japan and ranks in the top five in the world. It participated in the first and second CIIE. Through the transportation mode integrating land, ocean and air, NIPPON EXPRESS provides one-stop logistics solutions across the world. Nippon Express (China) Co., Ltd. was founded in 1995. With Beijing, Shanghai and Guangzhou as the centers, it established three main business areas respectively: Northeast & North China Business Area, East & Central China Business Area and South China Business Area.

Official Website: [www.nittsu.co.jp](http://www.nittsu.co.jp)

Contact Person: Cheng Zidong

Contact: [chengzidong@sh.nex-uni.com.cn](mailto:chengzidong@sh.nex-uni.com.cn)

### **◆ Services to be Exhibited**

#### **Cross-border Railway Transportation (China Railway Express)**

Since November 2015, it has provided railway transport services from Asia to Europe (two-way) through China Railway Express, including the FCL (full container load) cargo service and cargo consolidation service based on cargo quantity.



Pictures 1 & 2: Advertising Diagrams of Cross-border Railway Transportation (China Railway Express)

### **Design of Logistics Warehouse Center**

It covers inventory management, information system services (cargo delivery and ordering services, the management of cargoes in and out of warehouses, and the tracking services of cargoes in transportation and distribution, etc.) and distribution processing (cargo inspection and packaging, price tag labeling, cargo sorting for distribution to different stores, etc.), as well as diversified combinations of transport functions designed with various transport modes.



Pictures 3 & 4: Advertising Diagrams of the Design of Logistics Warehouse Center



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## **Yusen Logistics Co., Ltd.**

### **◆ Brief Introduction to Exhibitors**

Yusen Logistics Co., Ltd. is a leading enterprise in the logistics supply chain industry in Japan and its services include international freight forwarding, contract logistics, supply chain solutions, and industry insights. It has 594 bases in 46 countries and regions across the world with more than 24,000 employees. It participated in the second CIIE. Yusen Logistics (China) Co., Ltd. was registered in 2000 and headquartered in Shanghai. Its core businesses include: warehousing, logistics distribution, air and ocean transportation import and export, international networking program planning, supply chain management and IT program support, serving customers in the fields of automotive, healthcare, retail, aerospace, science & technology and food. Until now, it has set up 21 branches across China with more than 1,200 employees.

Official Website: [www.yusen-logistics.com](http://www.yusen-logistics.com)

Contact Person: Nicole Ma

Contact: [nicole.ma@cn.yusen-logistics.com](mailto:nicole.ma@cn.yusen-logistics.com)

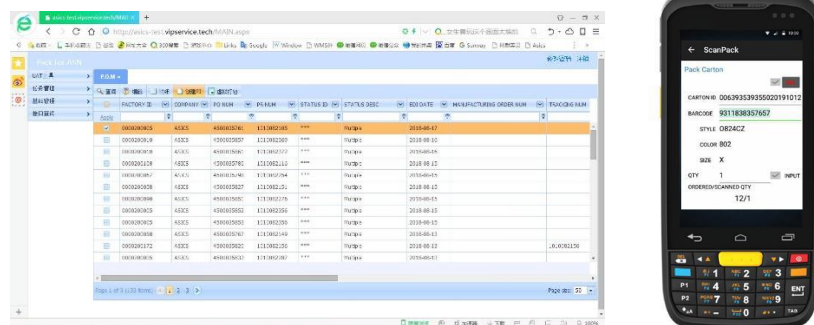
### **◆ Services to be Exhibited**

#### **e-Packing**

The e-Packing system is a set of software deployed in the cloud, which



is used by overseas customers' supply factories in Asia to scan & package and send ASN (shipment forecast). This product is especially suitable for clothing, shoes, hats and sports brands (These types of industries are characterized by a large number of varieties, and many shipping cartons of mixed varieties at the factory when products leave factory). The e-Packing system can help the factory to pack products, thus ensuring the conformity between the number of material objects and the declared quantity. Also, with the system, no need for people to scan the goods when receiving it, and meanwhile, it unifies the shipping/customs declaration documents of all factories. e-Packing can perform one-dimensional code, two-dimensional code, FRID scanning, and text recognition. Almost 200 factories in Asia are using it.



Pictures 5 & 6: Advertising Diagrams of e-Packing

## Warehouse KPI Control System

KPI Control System is a warehouse time-recording system connected with WMS (Warehouse Management System). It is a labor-management system, which records what each worker did in each time period. The

system can completely provide the production efficiency of each process, measuring the overall efficiency of each person, each group, and even the entire warehouse with only one simple indicator.



Pictures 7 & 8: Advertising Diagrams of Warehouse KPI Control System



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## **MSC Mediterranean Shipping Company**

### **◆ Brief Introduction to Exhibitors**

MSC Mediterranean Shipping Company, founded in 1970 and headquartered in Geneva, Switzerland, is a global business engaged in the shipping and logistics sector. With a fleet of 560 vessels, more than 70,000 employees, and a business network of 493 global offices, it has its presence in 155 countries, and its businesses include ocean and overland transportation services, logistics services, and terminal investment projects. MSC has offices in major cities in China and has invested in the construction of the Gangji Terminal in the Port of Ningbo. It participated in the second CIIE.

Official Website: [www.msc.com](http://www.msc.com)

Contact Person: Daniel Tan

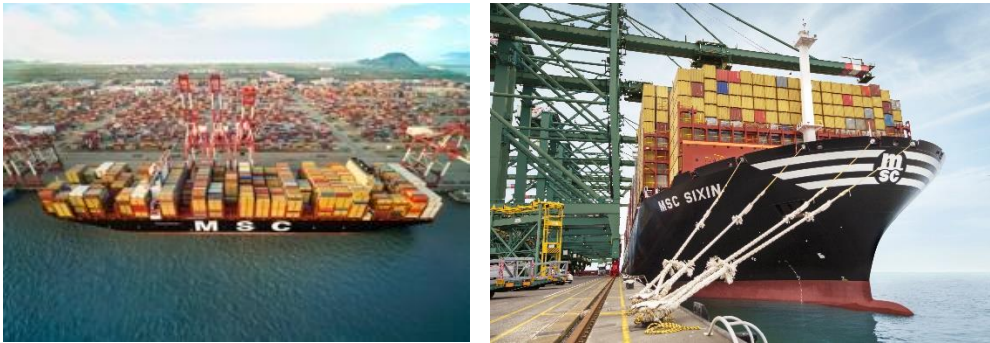
Contact: [daniel.tan@msc.com](mailto:daniel.tan@msc.com)

### **◆ Services to be Exhibited**

#### **Trade Services**

MSC brings its customers outstanding global coverage, connecting all of the world's trade centres. With its expertise and global business network, MSC provides customers with market-specific and local advice on factors affecting the transit of their cargo, such as container terminal conditions,

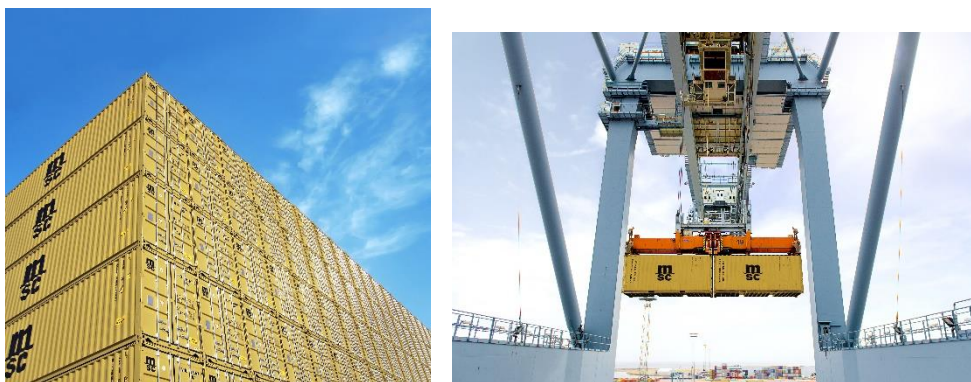
local or overseas transportation infrastructure, berthing delays or congestion, local or overseas regulatory policy and political changes, customs procedures, etc.



Pictures 9 & 10: Advertising Diagrams of Trade Service

### **Dry-cargo Shipping Service**

MSC's dry cargo service provides the support and equipment to move some of the world's most commonly traded commodities. With over 40 years of experience, customers can rely on MSC to safely handle, stow and transport more complex cargoes, including food-grade, hazardous and rare/precious cargoes.



Pictures 11 & 12: Advertising Diagrams of Dry-cargo Shipping Service

## **Reefer Cargo Service**

MSC offers high quality customer care and expertise in the global transport of refrigerated or frozen cargoes. Over the years, the company has grown its reefer fleet to be one of the most advanced in the world. Customers can rely on MSC's extensive inventory of reefer containers, as well as its standard containers for other food-grade products.

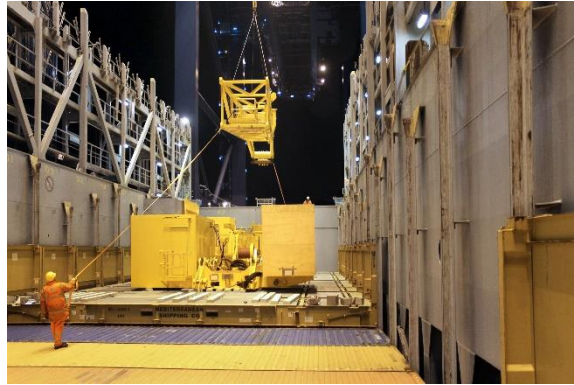


Pictures 13 & 14 & 15: Advertising Diagrams of Reefer Cargoes

## **Project Cargo Service**

MSC provides global shipping services for breakbulk and out-of-gauge goods, especially for oversized (length, width and height) cargoes that cannot fit inside standard containers. With over 40 years of shipping oversized freight, MSC has an expert project cargo logistics team who can plan and execute such special loadings, to ensure maximum safety and security.





Pictures 16 & 17 & 18: Advertising Diagrams of Project Cargoes



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## **Sagawa Global Logistics Co., Ltd.**

### **◆ Brief Introduction to Exhibitors**

Sagawa Global Logistics Co., Ltd. (SGL) was established in 2007 and it is affiliated to Sagawa Holdings Co., Ltd. (SGH). Headquartered in Tokyo, it has set up SRCs (Sagawa Ryutsu Center) in main cities in Japan, and supplemented them with logistics processing equipment for goods entry, storage, inspection, packaging and so on. It has 81 branches across Japan with more than 7,000 employees. Its total warehousing area has reached 1.2 million square meters. In April 2020, SGL officially invested Runbow Logistics Technology Co., Ltd. (RUNBOW).

Official Website: <http://www.sagawa-logi.com>

Contact Person: Alice Xiang

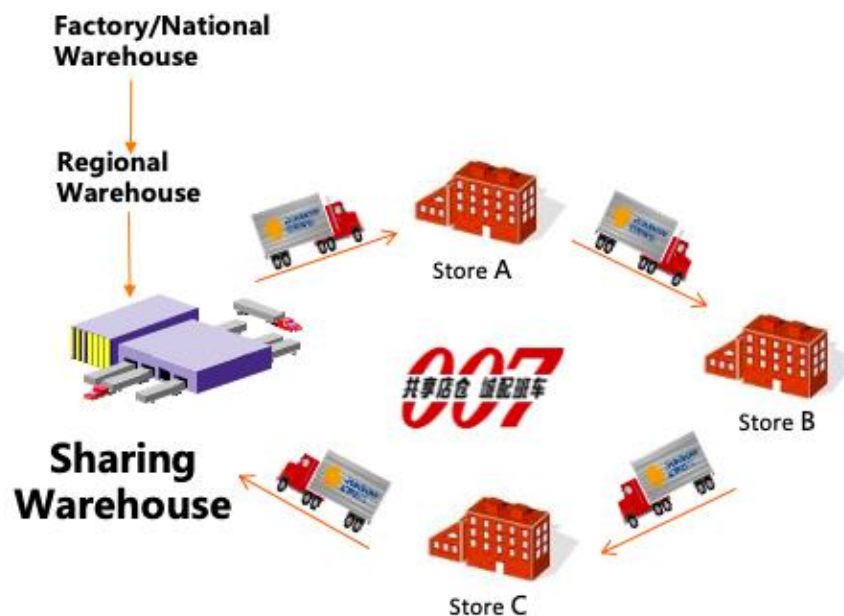
Contact: [alice.xiang@runbow.com.cn](mailto:alice.xiang@runbow.com.cn)

### **◆ Services to be Exhibited**

#### **007 Sharing Warehouse and City Delivery Shuttle Bus**

It is a sharing warehouse for cargo storage. 007 service means 24/7 delivery service for CBD stores. It is suitable for industries with large storage capacity, high throughput volume, and large inventory. 007 service can provide flexible deployment based on receiving hours of shopping malls and street stores, as well as 2B & 2C drop shipping, in order to meet

the demand of goods flow of shopping malls and stores. City Delivery Shuttle Bus has exclusive parking space in the shopping mall and specified delivery point, which can satisfy multiple stock replenishments on a daily basis, and sales returns and goods transfer for stores in a timely manner. In addition, it can also provide value-added services such as quality inspection, packaging, labeling, goods hanging, ranking order, installation of anti-theft clasps and putting goods on goods shelves.



Picture 19: Flow Chart of Sharing Warehouse and City Delivery Shuttle Bus

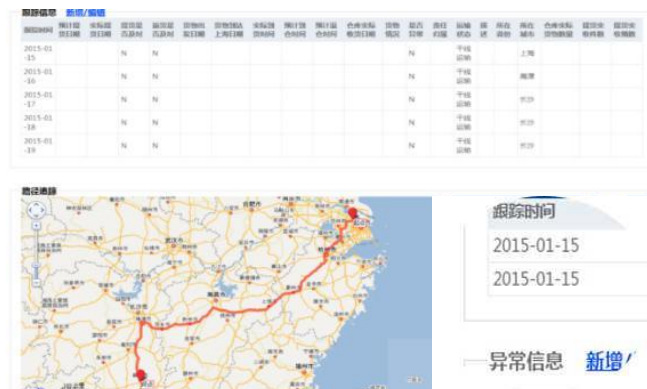
### Visualized Tracking System

With WeChat and GPS technology, visualized tracking system provides full-way tracking and obtains real-time information of goods in and out of warehouses and in transit. This service allows people to know



about terminal delivery status, and evaluate the delivery KPI of the carrier.

RUNBOW TMS (Transportation Management System) will bind each shipping order with a QR code, then drivers scan and upload real-time status and location information on the RUNBOW WeChat platform. All key nodes have tracking records. You can upload real-time E-POD, and get analysis reports based on first-hand information.



### Picture 20: GPS Positioning



Picture 21: WeChat Tracking, WeChat Analysis Report, QR Code



Picture 22: Remote Monitoring



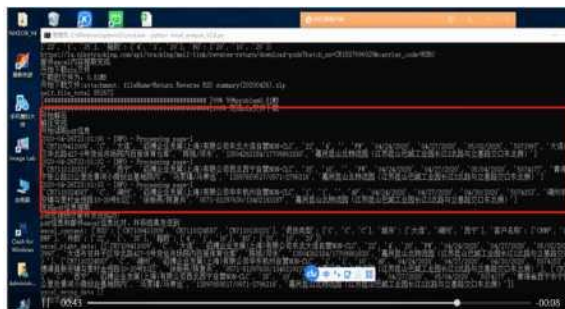
Picture 23: E-POD

**Innovative Intelligent Systems (Intelligent E-mail Processing System, Intelligent Report Processing System, AI Automatic Identification System)**

The Intelligent E-mail Processing System can help enterprises reduce rechecking emails, reduce error rate, and improve accuracy by 25%. The

Intelligent Report Processing System can be used for AI report generation and AI information verification, which can reduce the error rate comparing with manual verification and improve the accuracy of verification by 350%.

The AI Automatic Identification System can be used for POD automatic identification and information input and verification. The system can save 5 minutes for each POD and more than 2,000 hours per month for employees.



智能邮件处理系统

数据来源	发货号	发货日期	目的客户代码	箱数	件数	货物类型	ETA	ATA	责任代码
wcl_tracking report format	1300045	2019-11-11	长春	3007308	1	FW		2019-11-12019-11-13	
TMS_大仓出货-客报20000416162545	1300045	2019-11-11	长春	3007308	1	APP		2019-11-12019-11-13	
wcl_tracking report format	CRW-150	2019-11-11	北京	3007108	1	EQ		2019-11-12019-11-16	
TMS_大仓出货-客报20000416162545	CRW-150	2019-11-11	北京	3007108	1	APP		2019-11-12019-11-16	
wcl_tracking report format	CRWP-15	2019-11-11	唐山	3007319	6	FW		2019-11-12019-11-13	
TMS_大仓出货-客报20000416162545	CRWP-15	2019-11-11	唐山	3007319	6	FW		2019-11-12019-11-13	
wcl_tracking report format	BZ-1500	2019-11-11	唐山	3006933	19	FW		2019-11-12019-11-12	

智能报表处理系统



AI自动识别系统

Pictures of 24, 25 & 26: Innovative Intelligent Systems



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Official APP



Official WeChat

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

