



FOSHAN HAICHUAN KTH TRADING CO., LTD



FOSHAN HAICHUAN KTH TRADING CO., LTD.

- Based in FOSHAN city of Guangdong Province, China
- Imports, Distribution, Consultancy Services, Marketing Services
- Two offices in Foshan and one office in Hong Kong
- Fully-owned and refrigerated warehouses in Foshan
- Network of Supermarkets, Distributors, E-Commerce Platforms, Government Organisations and Associations

Taste Greece, Taste Life
品味希腊，品味生活



MILESTONES

- **1986:** Establishment FOSHAN NANHAI JIUJIANG HAICHUAN NATIVE PRODUCTS

Exports of dried Chinese Mushrooms and dried Chinese Dates.

- **2001:** Control of 85% of Hong Kong market and 30% of Japanese market in the aforementioned products.
- **2010:** Imports and distribution of Wines.
- **2011:** Change into FOSHAN HAICHUAN KTH TRADING CO., LTD.
- **2012:** HAICHUAN finances and organises the celebration of the 40TH ANNIVERSARY OF DIPLOMATIC RELATIONS between P.R. Of CHINA and the HELLENIC REPUBLIC.
- **2012:** Participation at the largest Wine Exhibition in South China with a 12 booths' Pavillion. Chinese Wine Associations' named 2012 the *Year of Greek Wines*.
- **2013:** Portfolio expansion to include dried Greek fruits (30% of Hong Kong Market).
- **2014:** Collaboration with major E-Commerce Platforms, Government Organisations and Association in Guangdong Province.
- **2014:** Portfolio expansion to include other Greek food & beverage products.

**Aim for the Sky and you will reach the Ceiling,
Aim for the Ceiling and you will reach the floor**

Bill Shankly (Manager at Liverpool F.C.)



Fight your inner demons

THE CHINESE MARKET

The Chinese consumers want:

Everything and nothing

It is all about communication, marketing and promotion.

Greeks provide:

Close to nothing

Approach the Market and do not expect the Market to approach you.

IT'S TIME TO EVALUATE AND RE-ALIGN



POINTS TO REMEMBER

The KNOW's:

- Know your products
- Know your market
- Know your *partner*

The NO's:

- No products, no market
- No preparation, no market
- No *partners*, no market

The DO's:

- Do question
- Do listen
- Do *collaborate*

The DO NOT's:

- Do not compete *in a not healthy way*
- Do not cheat
- Do not think you know everything

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