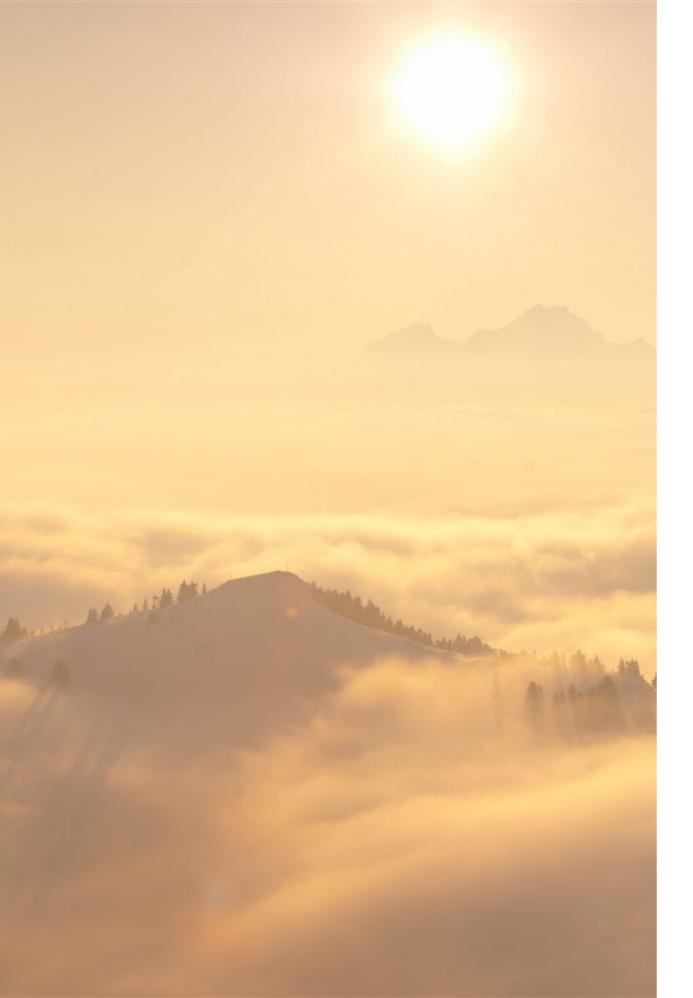


FOSHAN HAICHUAN KTH TRADING CO., LTD.

- 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 PROD-UCTS

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 ANNIVER-SARY 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 <u>NO</u>'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

FOSHAN HAICHUAN KTH TRADING CO., LTD.

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