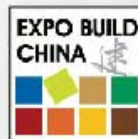


18 TH EXPO BUILD CHINA 第十八届中国国际建筑装饰展览会

2010 3.29 — 4.1 上海新国际博览中心 Shanghai New Int'l Expo Center

WHERE DESIGN & SOLUTION MEETS THE
ASIAN BUILDING, CERAMICS AND HOTEL INDUSTRY



18TH EXPO BUILD CHINA 2010

Premium Solutions for Ceramics, Building & Design

第十八届中国国际建筑装饰展览会

MARCH 29 - APRIL 1, 2010 SHANGHAI NEW INTL EXPO CENTRE

2010年3月29日 - 4月1日 上海新国际博览中心

www.expobuild.com

Join us in the Australian 'Green Building' products Pavilion

Contact info@ecoaccess.com.au or call us on **02 9437 6021**



(PO Box 135) 17 Grosvenor Street
Neutral Bay NSW 2089, Australia
Email info@ecoaccess.com.au,
Phone +61 2 9437 6021
Fax +61 2 9437 1057



Australian Green Building Pavilion, Eco Access packages:

A) Complete Package

For companies who wish to attend EBC and benefit from the full Eco Access event service offering.
\$A3180

B) Assistance Package

For companies who wish to attend EBC but require only Eco Access on-the-ground services
\$A2780

(i.e. not including business cards with Chinese translations, Chinese visas or our written instructions on Chinese business practice, manners & customs.)

C) Sales Representation Package

For companies who cannot attend the event themselves but wish to have Eco Access represent them as Agent.

\$A3180

Note: Eco Access charges an additional fee of 5% of the value of all sales created from all leads for representation. (This includes all follow-up work and reporting back to the client).

D) Expressions of Interest Package

For companies who cannot attend the event themselves but wish to have some marketing materials promoted and expressions of interest collated.

\$A1080

Note: Eco Access charges an additional fee of 5% of the value of all sales created from all leads for representation.

(Note: Packages do not include costs of translations of marketing materials, nor trademarks costs.
See our services overview on the follow page).

Or alternatively

E) Independent Package – (No Eco Access Services)

For companies who wish to have their own independent space within the Pavilion

\$A2380

(display space only [2mx2.5m] within the Pavilion)

F) Autonomy Package – (No Eco Access Services)

For companies who wish to have their own full booth

\$US3000

Booth (4m x 3m) outside the Pavilion

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Our Exhibition Services:

- Marketing materials – Chinese translations
Product flyers, company profile and web intro. DVD voiceover/subtitles and / or DVD production
(Quotation provided for all required materials)
- Business cards – with Chinese translations
- Chinese Visa – visitor / exhibitor (surcharge may apply for Non-Australian Passports)
- Freight forwarding and customs clearance assistance
(Quotations provided for required display products and supporting marketing materials)
- Assistance to make bonded exhibits 'saleable' if required
- Written instruction on Chinese business practice, manners & customs - the do's and don'ts
- Product listing in the official visitors' catalogue
- Market Invitations – invitations sent to Chinese market interests
- Pre-show welcome & overview - including cultural instruction and Q&A session
- Product Display area within the Pavilion
- Business Matching
- Interpreter services provided within the Pavilion
- Sales/Negotiation assistance - our experienced management to assist participants at the booth
- Visitor listing and reporting - including company overview
- Chinese Trademark assessment & application! (\$A750/class)
- One year Product listing on the 'ecospecifier china' web-portal site (coming soon!).

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Extended Trade Services

Export Readiness / Suitability

- 'In-the-market' product / service appraisal and advice specific for the individual client
- Approved government grant assistance
Australian Federal and State government grants and incentives can give clients' business essential support. In addition, innovation, commercial ready and eco-related grants & incentives are available to assist company growth both domestically and internationally.
- Business commercialisation funding avenues
Access to commercial & trade financing and government funding to take advantage of all expansion opportunities.
- Workshops and initial consultations on all export preparation issues
Export sales and marketing strategy and planning.

Export Market Preparation

Choosing an appropriate market and a suitable entry strategy - market research

We identify appropriate market opportunities through specialised research, local networks and thorough market understanding. We combine the regulatory aspects of local & international market procedures and conditions with an understanding of Chinese buyers' needs to develop and set an efficient and effective market entry strategy.

Export Market Representation

In-the-market, on-the-ground sales and marketing services
(trade event presence, showroom facilities, experienced sales / marketing & admin team)

Buyer / partner identification and selection

Assistance in Chinese markets, including advice on local practices and culture, market challenges, barriers and benefits, and logistics services

- All marketing material and web representation in Chinese language
- Translation and interpreting services
- Trade and cultural preparation instruction
- Negotiation representation and instruction



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Export Market Regulations, Legalities and Trade Issues

- Experienced international and local regulatory research and advice

Design and implementation of business risk avoidance and harm minimisation strategies. Identification of trade barriers and strategies to minimise or eliminate them.

Provision of commercial solutions when trading operations are interrupted by government regulators and other cultural restrictions.

We rely on our in-depth understanding of Chinese and international regulations, expert communications skills and well-honed government relations strategies.

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NOTE: COSTS RELATING TO EXPORT SALES AND MARKETING ARE POTENTIALLY CLAIMABLE
UNDER THE AUSTRALIAN GOVERNMENT'S EXPORT MARKET DEVELOPMENT GRANTS (EMDG)
SCHEME AND OTHER STATE GOVERNMENT GRANTS.



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