

BELT AND ROAD ASSOCIATES

Bridge between
China and Greece





SERVICES TO GREEK COMPANIES

INVESTMENT FUNDS

To the Greek companies looking for investment funds from China we offer:

- Evaluation of their investment plan based on our experience from Chinese investors.
- Drawing up an investment plan, if it is not already available.
- Promoting the investment plan to Chinese investors and Chinese Investments Funds interested in investing in the Greek market.

SUPPLIERS IN CHINA

To the Greek companies wishing to find suppliers from China we offer

- Search for suppliers for products they wish to import
- Quality control of orders before loading
- Verification of reliability of Chinese suppliers
- Support in communications with Chinese suppliers through Chinese partners in Greece (simple translations of texts, communication in Chinese on your behalf).

EXPORTS TO CHINA

Greek companies wishing to export their products to China.

- Search for buyers in the Chinese market
- Provision of brand management services to the Chinese market. We assist the companies to develop a strategy that can work in China.
- Full support for sales promotion through CROSS BORDER e-COMMERCE. Provision of services for the creation of shops on platforms such as Tmall (Alibaba), JD.com, VIP.com, Mei.com, etc.
- Retail services - provision of services to companies for the access to physical points of sale to meet the general public.
- Legal Support to Businesses to register their product brand name and to enter into agreements with companies in China.
- Provision of import / export advisory services. Logistics services, tax planning, secretarial services, etc.
- Support for setting up a company in China or Hong Kong with the aim of more efficient organization of their sales in Eastern Asia.
- Support in communication with Chinese suppliers through Chinese partners in Greece (simple translations of texts, communication in Chinese on your behalf).

TRADEMARK REGISTRATION

Greek companies wishing to export their products to China.

- If you want to promote your brand in China, it is necessary to register your trademark locally. We can assist you to investigate thoroughly whether your brand has already been registered. In such a case, we can find who has registered it so that you can decide if you will negotiate with them to buy it or whether you will select another name to enter the Chinese market.
- If the trademark is not registered, we can help you register your trademark.

MARKET RESEARCH

We can conduct targeted market research on your behalf in China and we will provide you with the following information:

- What is the size of the product market in China?
- How difficult it is to transport the product to China (e.g. license, legal issues etc.)
- What are the main factors in the market for this product?
- What are the main geographic sales areas?
- What is the price the consumer thinks they can pay for such a product?
- What is the response to the product packaging?
- What is the closest competitive brand in the consumer's mind?
- Which age group will buy this product?
- What will make the customer want to buy this product?
- Would the customer prefer to buy the products online or from physical points of sale?
- If the consumer buys online, which online store will choose to buy the product?
- If consumers buy from physical points of sale, which stores will they choose to buy the product (e.g. Supermarkets, Convenience Stores, Department Stores, Shopping Centers, etc.)



SERVICES TO CHINESE COMPANIES

INVESTMENT OPPORTUNITIES IN GREECE

To Chinese enterprises and investment funds looking for investment opportunities in Greece we offer:

- Systematic information about investment opportunities appearing in the Greek market in their areas of interest.
- Search for specific investment proposals in its fields of their interest.
- Support for business approach, negotiations, Legal Control, Due Diligence of the target company, translation services.
- Contacting government agents to promote the investment interest of investors.

ENTERING THE GREEK MARKET

To Chinese enterprises wishing to enter the Greek market.

- Information on the conditions of the sector in the Greek market.
- Search for Strategic Partners.
- Drawing up an entry plan and implementing the project in cooperation with the company.
- Support at every stage of entry (search office premises, hire Staff, Legal work, company formation, event organization, Public Relations, translation services, etc.).



WHO WE ARE

- The BELT AND ROAD ASSOCIATES team is the bridge between the business world of China and Greece.
- We are people who have been working for many years with Chinese companies and we know well the secrets of doing business with this wonderful people.
- At the same time, we are well aware of the Greek reality in order to bring in contact people and businesses from the two countries to achieve successful partnerships.

THE TEAM

- Our team comprises people with experience in important aspects of the fields necessary to promote successful partnerships. We effectively cover the areas of investment plans, search for investment funds and strategic partners, legal support both in Greece and China, promotion of exports to China's market and Public Relations services.
- We believe that in business it is not enough to want something but you need to know how to succeed. And in order to succeed, there are paths that need to be followed, with significant difficulties or insurmountable obstacles. We are there to assist you reach the goal, overcoming any obstacle on the way.

OUR CUSTOMERS

Our clients are:

- Greek companies looking for investment funds from China.
- Greek companies wishing to export their products to China.
- Greek companies wishing to find suppliers in China
- Chinese companies and investment funds looking for investment opportunities in Greece.
- Chinese companies wishing to enter the Greek market.

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