



Your Trusted Local Marketing Arm 您值得信任的销售渠道

By Alliance of Asia Expo Agent (AAEA)

亚洲展览代理联盟 呈现

Who are we? 关于我们

- ▶ A dynamic team with
 - ▶ local knowledge on culture
 - ▶ built strong connections with trade associations, government agencies
 - ▶ With pool of contacts of local importers and distributors.
 - ▶ With pool of database for all kind of industry profile, food, machinery, building constructions, electric and franchising and etc.
 - ▶ We have been in the exhibition and events industry that connecting buyers and sellers, bringing international participation for trade shows for more than 5 years.
 - ▶ We have been representing international organisers for their local marketing and sales.
- ▶ 一个有冲劲的团队
 - ▶ 丰富的本土文化知识
 - ▶ 和本地商团和政府机构有联系
 - ▶ 拥有本地丰富进口商和代理商的联系
 - ▶ 广泛的数据库从，食品，包装机械，建筑，电力，机床，能源，等等。
 - ▶ 拥有超过5年在国际商业展览招商和招买家的经验。
 - ▶ 代表多个跨国展览主办公司

Our Territory 我们的领域

- ▶ China
 - ▶ Malaysia
 - ▶ Indonesia
 - ▶ South Korea
 - ▶ Taiwan
 - ▶ Singapore
- ▶ 中国
 - ▶ 马来西亚
 - ▶ 印度尼西亚
 - ▶ 韩国
 - ▶ 台湾地区
 - ▶ 新加坡

Our Services 我们的服务

- ▶ Local distribution channel
- ▶ Marketing plans
- ▶ Translation
- ▶ Direct reach / Business matching
- ▶ Website data research
- ▶ 本地代理商渠道
- ▶ 市场销售计划
- ▶ 专业翻译服务
- ▶ 直接联系和商业配对
- ▶ 网站数据分析

Local distribution channels

本地代理商渠道

- ▶ Connecting with local distribution channels
 - ▶ From central area to Nationwide distributions
 - ▶ From local to international owned market places
 - ▶ From convenient stores to hypermarkets
 - ▶ From traditional sales to digital sales on local platforms
- ▶ 链接本地代理商
 - ▶ 从中央地区到全国各地
 - ▶ 从本地到国际卖场
 - ▶ 从便利店到大型商场
 - ▶ 从传统销售到网上销售

Marketing Plans

市场销售计划

- ▶ Propose print and digital advertisements placements on media
 - ▶ Propose web banner advertisement placement on related associations and trading website
 - ▶ Propose press conferences or official launch activities (virtually and physically)
 - ▶ Arrange official visits (virtually/ physically) to local associations and government agencies to get local supports.
 - ▶ Propose suitable local trade or consumer exhibitions to participate
- ▶ 建议适合的线上和线下媒体广告
 - ▶ 建议适合的商业协会的网页广告建设
 - ▶ 安排记者会或官方产品发表会（线上或线下）
 - ▶ 安排和本地商业协会或合适的政府机构见面（线上或线下）
 - ▶ 建议参与适合的本地商业或消费展览

Translation Services

专业翻译服务

- ▶ To translate products information and details into local language
 - ▶ To propose media advertisement with adaptation to local culture
 - ▶ To propose products packaging in a way that is acceptable by local markets and offer local competitor information.
- ▶ 提供专业产品质料和宣传手册的翻译服务
 - ▶ 建议合适本地的宣传方式和渠道
 - ▶ 建议本地合适的产品包装和一些竞争对手的产品质料

Direct Reach/ B2B Meeting

直接联系和商业配对

- ▶ Offer lead-generation E blast mailing services to end users
 - ▶ Offer local contact numbers for any inquiries for products
 - ▶ Arrange virtual meeting room for B2B business matching with potential buyers
 - ▶ To represent and to manage exhibition booth on behalf of exhibitor while arranging live chat with potential trade visitors to the booth.
- ▶ 提供针对性电子邮件发布给本地数据库
 - ▶ 提供本地联系方式，方便买家联系
 - ▶ 提供网上会议室给商业配对
 - ▶ 代表展商到展会布展，参展。同时在现场和有潜能的买家安排直播或视频。

Website Data Research (on Google)

网页数据分析 (在google互联网里)

- ▶ Offer specific data research in terms of company website.
 - ▶ To understand competitiveness of company website in the industry.
 - ▶ To get report on keyword search for related products in digital world.
 - ▶ Monthly updates with minimum 6 months engagement.
- ▶ 提供详细的公司网页数据分析
 - ▶ 让商家了解自己的网站在互联网的竞争力
 - ▶ 提供互联网上的关键词报告
 - ▶ 每月分析报告 (最少6个月)