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Chinese go abroad for bargains

The yuan appreciated by 20 percent against the US dollar since China announced that it would no longer be pegged to the US dollar in July 2005.

As the currency becomes more valuable in overseas markets, Chinese travelers and students can buy more foreign goods for the same price.

Another factor fueling high-spending outbound tourism is the growing awareness that China's high tariffs on imported luxury goods make the prices in overseas markets far more attractive.

"Combined with domestic consumption and added-value taxes, overseas tax reimbursement and other tolls, the prices of luxury products sold on the Chinese mainland are at least 30 percent higher than in overseas markets," said Liang Da, an economist with the National Bureau of Statistics.

According to a survey by the World Luxury Association, Chinese consumers spent four times more on luxury goods in overseas markets than in the domestic market last year, due primarily to the large price differentials between luxury goods sold in China and abroad.

In order to spur domestic consumption and increase revenues from sales at home, China needs to further lower tariffs on imports of high-end products, including luxury

goods, say observers.

On the whole, the current unequal consumption pattern will continue until the world economic landscape undergoes fundamental changes.

Developed countries are still in a dominant position in brand positioning, marketing and technology innovation, as well as in the environmentally friendly design business. All these factors are attractive to Chinese consumers.

Building China's global brands will be a long-term strategy. Although China has surpassed Japan as the world's second largest economy and is dubbed the world's factory, it is still a developing country with few homegrown globally recognized brands.

Nonetheless, a number of ambitious Chinese entrepreneurs are stepping up efforts to build homegrown brands in the face of a rapid expansion of foreign time-honored brands in China.

By the time Chinese enterprises have developed their own credible brands and the country's domestic consumption policies and environment have reached or approached the levels in developed countries, it is believed by many that most domestic consumers will not feel the same urge to travel far to buy their favorite brands and will look to what lies close at hand.

Source: China Daily

China Brand Show 2011 Opens in Las Vegas

Do not miss the biggest annual opportunity to do business with select famous brands



Profile picture of the Opening Ceremony of China Brand Show 2010

Juan Yanez Carrera
Reporting from Las Vegas

Want to see the massive China Brands campaign in the USA? Then make sure to attend ASD Las Vegas in August! The CHINA BRAND SHOW is being held from July 31 to August 3, 2011 for its fifth year in conjunction with ASD Show in the central hall of the Las Vegas Convention Center.

Sponsored by the Ministry of Commerce of China (MOFCOM), The CHINA BRAND SHOW is now going on its ninth year in the USA. It provides a big stage for Chinese enterprises to show off their qualified products in America as well as allowing American visitors to get and up close feel of the fast growing Chinese economy.

The CHINA BRAND SHOW put forth the Chinese government's strategy of "winning by quality" into practice demonstrating the fast development of the Chinese

economy in the world. All businesses and people from around the world are encouraged to visit the CHINA BRAND SHOW!

In the post-crisis era with all the difficulties and uncertainties, the world economy has been slowly recovering. The US economy has emerged with growing vitality and will offer more business opportunities to Chinese enterprises. The appearance of participating enterprises and products in the show will not only facilitate American customers to purchase Chinese goods, it will also provide cooperation opportunities for companies of the two countries.

Over the years, MOFCOM has been committed to help Chinese companies create international brands and promote Chinese brands at home and abroad to improve the optimization of the export structure and to provide more quality products for the people of all countries. The China

Brand Show 2011 will build a corporate image and product display platform for exhibitors and create positive conditions for gradually cultivating certain well-known Chinese brands.

The CHINA BRAND SHOW boasts over 200 of China's most famous name brands displaying the latest and best in electronic, textile and various other consumer items. Current exhibitors with booths displaying products at the exhibition are as follows:

Electronics

Small Home and Kitchen Electrical Appliances and more.

Consumer Products

Jewelry and Fashion Accessories, Stationery, Office Supplies, Sports Products, Furniture, Household Articles, Gifts, Toys, Holiday/Seasonal

Goods, Handicrafts, Home Decoration and Accessories, Porcelain Ware, Ceramics, Sanitary Ware, Massage Bathtub, Kitchenware, Lamps and Lights, Clocks, Luggage & Bags, Shoes, Baby Products, Cosmetics, Pet Products, Packaging Supplies and more.

Others

Tools and Hardware, Engineering Machinery Parts, Textiles and more.

Exhibition Hours:

9:00 a.m. to 6:00 p.m.

Sponsors:

The Ministry of Commerce of P. R. China (MOFCOM)

Fujian Provincial Government
Zhejiang Provincial Government

Organizer:

Genertec International Advertising & Exhibition Co., Ltd.

An USA pavilion is set up in the 110th Session of the Canton Fair

The 110th session of the Canton Fair will be held in October, 2011 in Guangzhou City, China. To follow the consensus reached by the leaders of the two countries to strengthen trade and economic cooperation between Chinese provinces and the US states, and expand China's import from the US, China's Ministry of Commerce decided to set up a USA Pavilion in the International Pavilion of the 110th Session of the China Import and Export Fair (a.k.a. the Canton Fair) Phase One, from October 15th - 19th, 2011. The Pavilion will offer a platform for US businesses to exhibit their products. Official delegations from the US states and cities will also be invited.

The Chinese Government warmly welcomes all interested parties to attend the 110th session of the Canton Fair and pay a visit to the USA pavilion.

The Fall Canton Fair 2011 is the 110th session of the China Import and Export Fair. The Canton Fair is China's largest trade fair and will be held in Guangzhou on October 15 to November 4, 2011. The Pazhou exhibition halls will be used alternately during the whole fair. The Canton Fair as a biannual even, now ranks as the world's third largest in terms of scale.

Source: Economic and Commercial Office of the Chinese Consulate General in San Francisco

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The biggest buying opportunity for Chinese products

Interview with Ms. Guo Zxi, Show manager for CHINA BRAND pavilion at the ASD Las Vegas

Juan Yanez Carrera
Reporting from Las Vegas

The CHINA BRAND SHOW boasts over 200 of China's most famous name brands displaying the latest and best in electronics and various other consumer items. The exhibits on display range from commodities with unique traditional Chinese features to the products demonstrating China's latest economic development.

CBN: When did Genertec start the China Brand Show at the ASD Las Vegas expos?

Guo Zxi: The first China Brand Show was held in Los Angeles in 2002, and China Brand Show 2010 is the sixth consecutive year for MOFCOM to hold China Brand Show in U.S. from 2005.

CBN: How many companies have the China Brand Show brought to the US from China?

Guo Zxi: 220 companies. There's no better buying opportunity than at the China Brand Show. No event gives you more choices, more new

products or more key suppliers from the top and biggest export enterprises.

CBN: Is the "China Brand" promoting any other events in the US or other countries? If yes, which events in the US and which countries?

Guo Zxi: Yes, MOFCOM also holds "China Brand" shows in the European Showcase every March in the United Kingdom.

CBN: Which companies are the major sponsors of the China Brand at the ASD Las Vegas show?

Guo Zxi: The China Brand Show is Sponsored by the Ministry of Commerce (MOFCOM)

CBN: After the show, how will China Brand assist its clients to expand into the US and other countries?

Guo Zxi: Genertec International Advertising & Exhibition Co., Ltd. is only authorized by MOFCOM to deal with the exhibition organizing work for the China Brand Show. We help the clients do publicity through websites and promoting materials of both the China Brand Show and the ASD Trade Show.

Clean Electronic Cigarette: A Huge Market Opportunity

The Food and Drug Administration (FDA) has lifted the ban on the Electronic Cigarettes

There is a new alternative to traditional cigarettes that is quickly gaining in popularity. Electronic cigarettes or e-cigarettes have taken the smoking community by storm. Smokers are increasingly turning away from traditional cigarettes in favor of e-cigarettes.

On April 25, 2011, the FDA lifted the ban on electronic cigarettes. The FDA lost its battle in the courts in January 2010 in its efforts to classify the electronic cigarette as a drug delivery device and thus bring them under FDA regulation pursuant to FDCA.

On December 7, 2010, the court of appeals ruled against the FDA, in a 3-0 unanimous decision, clearing the way for marketing of electronic cigarettes. The FDA plans to regulate smokeless electronic cigarettes as tobacco products and will no longer try to regulate them under the stricter rules for drug-delivery devices.

Currently there are several million electronic cigarette users worldwide, with tens of thousands new e-smokers every week. There is a big market opportunity. Experts in the tobacco

industry expect sales of 2 billion this year and 9 billion the next year.

The electronic cigarette is a simple apparatus which is a three part electric nicotine delivery system. One component is the battery unit which has an LED on the end of it that lights up simulating traditional smoking. The next component is the atomizer or heating element, which turns the liquid nicotine, commonly called e-liquids, into a vapor which is inhaled giving the same taste and feel of traditional cigarettes, but at a fraction of the cost. The last component is the cartridge which contains the liquid nicotine mixture and connects to the atomizer.

Electronic cigarettes also come in multiple flavors including a traditional tobacco flavor, which many smokers find comparable to Marlboro reds. There is also a light tobacco flavor, which is comparable to Marlboro lights. For those consumers looking for a minty kick, there are menthol light and menthol full flavors as well. E-cigarettes offer something for almost every consumer's taste.

Why people choose to use electronic cigarettes?

In 2011, the American Journal of Preventive Medicine found that 31% of e-cigarette users were able to curb their tobacco cigarette addiction and ultimately quit smoking after six months. This was from a comparative survey conducted among smoking quitters who used electronic cigarettes, nicotine patches and nicotine gums. Many experts believe that electronic cigarettes can be an effective alternative to promote smoking cessation among nicotine addicts.

Jean-Francois Etter, a consultant for the World Health Organization (WHO), has been closely studying the profiles of electronic cigarette users for many years. One of his papers, which were published in the journal BMC Public Health in 2010, found that there were many health improvements found in e-cigarette smokers. Respondents in his survey said they were able to breathe better, had less coughing fits and they felt that their physical fitness improved.

Do you want to grasp this golden

opportunity?

You can get the electronic cigarettes delivered to you directly from Los Angeles, not from overseas sources. Buying from a US company is safer, quicker and less problematic. Many national chain stores purchase their e-cigarettes this way. Clean Electronic Cigarette is a leading manufacturer in China, with a large warehouse in California. With years of experience in OEM/ODM, Clean Electronic Cigarette is currently selling to hundreds of companies, including 7-Eleven, Rite Aid and other major chains.

You can contact Clean Electronic Cigarette for information about special prices for distributors, wholesalers and retailers. Clean Electronic Cigarette is also seeking partners outside the United States.

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Jack Dong
Tel: (626) -330-5838
Website:
CleanElectronicCigarette.com
Email: jack@tyloon.com

Genertec, a successful history in promoting Chinese enterprises

Genertec International Advertising & Exhibition Co., Ltd. (Genex) was established as a result of the merging of six international advertising and exhibition companies under the former MOFTEC (Ministry of Foreign Trade & Economic Cooperation). These six companies are: CNTIC (short for China National Technology Import & Export Corporation) International Advertising & Exhibition Company, CMC (short for China National Machinery Import & Export Corporation) International Advertising & Exhibition Company, INSTRIMPEX (China National Instruments Import &

Export Corporation) International Advertising & Exhibition Company, CCOEC (short for China National Corporation for Overseas Economic Cooperation) International Advertising & Exhibition Company, MEHECO (China National Medicine and Herbal Medicine Corporation) International Advertising & Exhibition Company, and China International Advertising Company.

Based on tremendous strengths and quality service, Genex has, in the past few years, developed rapidly in international exhibition business, especially in large overseas events on behalf of the Chinese government. As one of the largest professional

exhibition companies in China, Genex ranks among the top in the exhibition industry of China, in both size and performance of the business.

To implement the country "venturing out" strategy for promoting export, Genex, entrusted by the Chinese government, has successfully completed a number of large national-level overseas exhibitions. For instance, in response to the overseas visits made by former state leaders such as President Jiang Zemin and Premier Zhu Rongji, our company organized several overseas exhibitions. These include China Commodities Fair in Russia in 1998, China Engineering & Commodities

Fair in India in 2000, China Engineering and Technologies Fair in the United Arab Emirates in 2001, and China Famous Brand Products Show in the U.S.A in 2002. These exhibitions have promoted friendly exchanges between China and the rest of the world. Moreover, Genex has organized Chinese enterprises to participate in international fairs in nearly 60 countries and regions across the world.

Genex has also gained great progress in organizing foreign exhibitions in China and domestic exhibitions. Every year, it independently or jointly organizes large-sized exhibitions of various

types in more than ten provinces and municipalities such as Beijing, Shanghai, Guangzhou, Shenzhen and Dalian. Also, Genex has built extensive relationships in the international circles of exhibition business and developed long-term cooperation with many world famous exhibition companies, with whom Genex co-organizes a number of large international exhibitions in China every year. Genex is responsible for undertaking the MOFCOM Public Information Service Project, a foreign trade information service project initiated by Ministry of Commerce (MOFCOM), Ministry of Finance, Ministry of Foreign

Affairs, State Administration of Entry-exit Inspection and Quarantine, and State Bureau of Quality and Technical Supervision. Genex has launched active and effective promotion activities for the project, providing good information services for Chinese enterprises to develop the international market.

Genex will be active to introduce innovation into its business operation, institutionalization and management system, striving to enhance its core competing power and building itself into an exhibition company that can boast an international fame and rank among the top in China.

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Electronic Cigarette, The Best Alternative to Common Cigarette

What is an Electronic Cigarette ?
The Best Alternative to the Common Cigarette that looks and feels just like a cigarette, and it allows smokers the chance to enjoy controlled amounts of nicotine vapor without tar or carbon monoxide.

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State Exports to China are Essential for the American Economy

"Nearly half of US states exported more than \$1 billion worth of goods to China in 2010."

(WASHINGTON, DC) The US-China Business Council (USCBC) released its annual US State Exports to China report, and China once again was one of the fastest growing markets for US manufactured and agricultural goods produced across the nation.

"Exports to China are an essential part of the US economy. China is our third-largest export market and is growing faster than many of our other major destinations for American manufactured goods and farm products," USCBC President John Frisbie said. "China ranks behind only our two immediate neighbors, Canada and Mexico. Over the last decade we have seen exports to China rise from \$16.2 billion to \$91.9 billion—a 468 percent increase.

"It is important to note that large American companies aren't

the only ones benefiting from this trade between the US and China. China is now the third-largest export market from American small- and medium-sized companies, too" Frisbie said. "American companies of all sizes are sending computers, electronics, agricultural products, chemicals, transportation equipment, and machinery to an ever growing consumer and business marketplace in China."

"What is most gratifying about this report is that nearly half of US states exported more than \$1 billion worth of goods to China in 2010—more than three times the number of states that did so just five years ago," continued Frisbie. "Thirty states now count China as one of their top three export markets and forty-seven states have registered at least triple-digit growth to China since 2000."

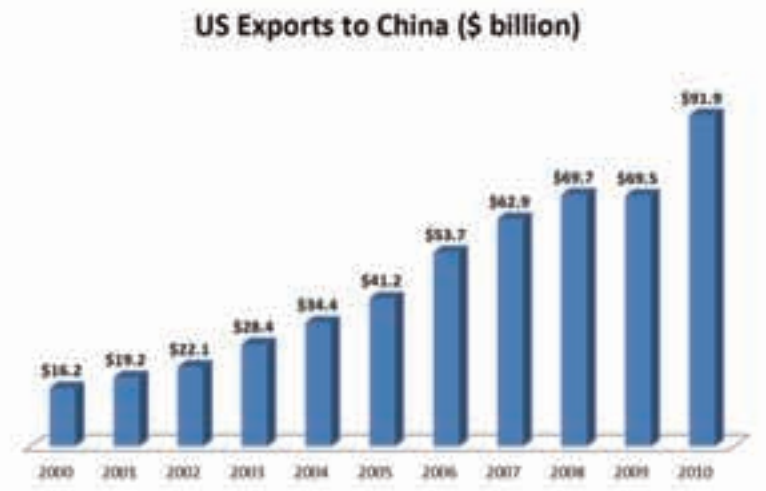
"As America's economic recovery continues, it is important to maintain a balanced approach to China trade issues. We need to address many business concerns with China, including market access barriers, inadequate intellectual property rights protection, and fairer treatment for US companies operating in China," Frisbie continued. "But we need to address these concerns with specific solutions, not with sanctions that would disrupt the important commercial relationship."

The US-China Business Council (USCBC) recently released recommendations to Congress on the best way to manage the increasingly important economic and commercial relationship with China.

The USCBC report addresses and clarifies the key issues in the US economic relationship with China,

including the exchange rate, US manufacturing challenges, the trade balance, jobs, and the importance of the rapidly growing China market for US companies, including smaller American companies. "China is now the third-largest export market for American small- and medium-sized companies," said Frisbie. "Our smaller company sales to China now exceed our total exports to countries such as Brazil and France. We need to expand this success story, not take actions that would curtail it."

Frisbie concluded by saying "The purpose of this report is to better inform the debate on Capitol Hill about how to best address the many challenges present in such a large and complex relationship. We need policies that are based on facts, not fears. The US-China Business Council looks forward



to working with Congress to ensure we build a sustainable, beneficial relationship with China."

The US-China Business Council (USCBC) is a private, nonpartisan, nonprofit organization of roughly 230 American companies that do business with China. For nearly four decades,

USCBC has provided unmatched information, advisory, advocacy, and program services to its membership.

Through its offices in Washington, DC; Beijing; and Shanghai, USCBC is uniquely positioned to serve its members' interests in the United States and China.

Top US Exports to China and Top US Imports from China

Below are the top 10 export and import products that the two nations exchanged from January to May 2010.

Top US Exports to China

For the 5-month period ending May 2010, the following U.S. exports to China had the highest dollar values.

Each product's harmonized tariff schedule (HTS) code is shown within brackets, as is the product's percentage of total value of U.S. shipments to China.

1.Soybeans ... US\$3.3 billion, up 6.6% from 2010 (9.6% of U.S. exports to China)

2.Civilian aircraft including parts ... \$2 billion, up 14.6% (5.9%)

3.Electric processors ... \$1.8 billion, up 61.9% (5.3%)

4.Aluminum waste ... \$744.1 million, up 83.4% (2.2%)

5.Computer parts and accessories... \$402.1 million, up 16.3% (1.2%)

6.Silicon ... \$312.2 million, up 133.4% (0.9%)

7.Alloy steel waste excluding stainless ... \$300 million, up 34.3% (0.9%)

8.Recovered paper waste ... \$262.8 million, up 23% (0.8%)

9.Voice, image and data machines ... \$204.4 million, down 4.4% (0.6%)

10.Programmable electronic memory circuits ... \$183.6 million, up 3.9% (0.5%).

Among the top 10 American exports to China, silicon showed the greatest increase, up 133.2% over 2008. Silicon is used to make computer chips and transistors as well as being a key component of cement, concrete, glass and natural stone used in the construction industry.

Top US Imports from China

The following products were the top-selling products from China imported into the United States

during the first 5 months of 2010:

1.Laptop and notebook computers ... US\$11.4 billion, up 60.4% (8.9% of U.S. imports from China)

2.Cell phones ... \$5.4 billion, up 24.9% (4.2%)

3.Toys ... \$2.7 billion, up 53.7% (2.1%)

4.Video games, parts and accessories ... \$2.6 billion, up 16.7% (2%)

5.Voice, image and data machines ... \$2 billion, down 16.3% (1.5%)

6.Computer monitors ... \$1.6 billion, up 16.3% (1.3%)

7.Computer printed circuit assemblies ... \$1.5 billion, up 36.4%

(1.2%)

8.Digital computer processing unit ... \$1.4 billion, up 51.4% (1.1%)

9.Flat panel color television screens ... \$1.34 billion, down 1.7% (1%)

10.Computer parts and accessories ... \$1.3 billion, up 1% (1%).

Computer laptops and notebooks continue to be the fastest-growing products imported from China into the United States, followed by Chinese-made toys.

While smaller than those recorded by American exports, 8 of the top 10 Chinese products exported to the United States had sales had

percentage gains from 1% to 60.4%.

Out of the 10 top U.S. exports to China, 9 showed percentage increases as of May 2010 compared to the first 5 months of 2009. Those gains ranged from 3.9% to 133.4%.

Based on these international trade statistics, one might expect America's deficit with China to expand for full year 2010. The fact that so far this year U.S. exports to China are increasing at a faster pace than Chinese imports is encouraging, however.

Sources: the United States International Trade Commission's Interactive Tariff and Trade Dataweb.



The Port of Tianjin, formerly known as the Port of Tanggu, is the largest port in Northern China

and the main maritime gateway to Beijing. The port is often identified as Tianjin Xingang, which strictly

A BUSINESS PROFILE PORT OF TIANJIN, CHINA

speaking refers only to its seaport area. It is located on the western shore of the Bohai Bay, in the estuary of the Haihe River, 170 km south east of Beijing and 60 km east of Tianjin city. It is the largest man-made port in mainland China, and maybe the largest in the world (depending on definition). It covers 107 square kilometers of land, with a total quay shoreline of over 21.5 km and 101 production berths in 2009.

Tianjin Port handled 413 million tons of cargo and 10.1 million TEU

of containers in 2010, making it the fourth largest port by throughput tonnage in the planet, and the eleventh in container throughput. This makes it the third largest port in China, behind the merged Port of Ningbo-Zhoushan and the Port of Shanghai, and sixth in container throughput. The port trades with more than 400 ports in 180 countries and territories around the world. It is served by over 115 regular container lines run by 60 liner companies, including all the top 20 liners. Capacity is

increasing at a high rate, with 550-600Mt of throughput capacity expected by 2015.

The port is part of the Binhai New Area district of Tianjin Municipality, the main special economic zone of Northern China, and it lies directly east of the Tianjin Economic-Technological Development Area. The Port of Tianjin is at the core of the ambitious development program of the Binhai New Area, and due to this developmental storm, change occurs at such an accelerated

pace that information can become outdated in months.

31 INDUSTRIAL ZONES OFFER VAST BUSINESS OPPORTUNITIES

The Port of Tianjin offers many business opportunities in different industries. The following chart provides information about the different districts and industries available in the area and their interest in develop partnerships in the US and other regions of the world.

Contact:(626)215-0179

| DISTRICT NAME | INDUSTRIAL PARK | INDUSTRY TYPE | SEEKING U.S. PARTNERS IN THESE INDUSTRIES |
|------------------------------------|--|--|---|
| DONGLI DIST | Tianjin Huamin Industrial Park | Electrical Power, Advanced Equipment Manufacturing, Aviation Parts | AVIATION |
| | Tianjin Dongli aviation manufacturing | Aviation Parts, Air Logistics, Airplane Industry | |
| JIN NAN DIST | Tianjin twin ports Industrial Park | Economic Housing, Head quarters, R&D Dept., Digital Economic Development | PETROCHEMICAL |
| | Tianjin Balitai Industrial Park | Electronic Products, Precision Manufacturing, New Energy, Green Materials | |
| | Tianjin Haihe Industrial Park | Optoelectronic Information Technology | |
| XIQING DIST | Tianjin Station Industrial Park | Electronic Products, Machinery Manufacturing, Car Accessories, Advanced Materials | EQUIPMENT MANUFACTURING |
| | Xiqing Auto Industrial Park | Energy-Efficient Economy Car and the Key Components of New Energy Vehicles and Parts Clean Energy Vehicles, Assembly and Parts | |
| | Tianjin Hi-End metal manufacturing Industrial Park | Hi-End Metal Manufacturing | |
| BEICHEN DIST | Tianjin Xiqing Academic Industrial Park | Computer Information Industry, High-tech Digital Products Innovation and Technology Export, E-logistics, Biomedicine | COMPUTER INFORMATION |
| | Tianjin Wind Power Industrial Park | New Energy and New Materials Industries, High-end Equipment Manufacturing Industry, Original Creative Industries | |
| | Tianjin Land-Port product packaging equipment Manufacturing Park | Logistics Industry, Automated Manufacturing and Logistics Integrated Professional Support Manufacturing | |
| TIANJIN BINGHAI NEW DIST (HAN GU) | Tianjin Medical equipment Industrial Park | Pharmaceutical, Medical Device Development and Manufacturing | MODERN MEDICINE |
| | Tianjin Chading Industrial Park | Environmental Protection, New Energy | |
| TIANJIN BINGHAI NEW DIST(BIG PORT) | Tianjin Binghai Logistics Processing Zone | Logistics Equipment Manufacturing, Logistics and Processing Industry | NEW MATERIALS, NEW ENERGY |
| | Tianjin Peace Industrial Park | Special Equipment Manufacturing for Petrochemical and Desalination, New Energy, New Materials, and other Strategic New Industry | |
| BAODI DIST | Tianjin Zhongtang Industrial Park | Rubber Products and Rubber Metal Composite Products | HI-END METAL |
| | Tianjin Baodi Green Industrial Park | Environmentally Friend Products, New Materials, Aviation and Medical, Commercial and Logistics | |
| | Tianjin Baodi Low carbon Industrial Park | New Energy, Machinery Equipment Manufacturing | |
| WUQING DIST | Tianjin Baodi Plastic products Industrial Park | Plastic Raw Materials Processing, Agricultural Plastics, Engineering Plastics, Plastic Materials and Plastic Processing Machinery Manufacturing | ORGANIC, GREEN FOOD |
| | Tianjin Ma Jia Dian Industrial Park | Stainless Steel Plate, Tube, Rod and Wire Products Manufacturing Products | |
| | China bicycle empire Industrial Park | R & D of High-end Bicycle Whole Bicycle and Parts Manufacturing, New Energy, New Materials, Modern Transportation Equipment and Parts, Logistics | |
| | Tianjin Carpet Industrial Park | Carpet Manufacturing, textile, Modern Machinery and Equipment | |
| JINHAI COUNTY | Tianjin Wuqing Auto parts Industrial Park | Auto Parts R&D, Manufacturing | MODERN LOGISTICS |
| | Tianjin Jinbing Industrial Park | Electronic Information, New Materials, Petroleum Machinery and Equipment Manufacturing | |
| | Tianjin Daqiu Village Industrial Park | High-quality Steel Processing and Metal Products Manufacturing, | |
| NINGHE COUNTY | Tianjin Tangguang Chun Logistics and processing zone | Energy Storage, New Building Materials Processing, Storage and Transportation | AUTO PARTS |
| | Tianjin Jihad Beihuan Industrial Park | Agro-food Processing, Food Manufacturing and Agricultural Trade, Logistics, Outsourcing and Equipment Manufacturing, High-tech Industry | |
| JI COUNTY | Ninghe modern industrial park | Aerospace Support industry, Trade and Logistics, High-end Equipment Manufacturing | BUILDING DEVELOPMENT |
| | Tianjin Pan Village Industrial Park | Green Food Processing, New Building Materials Development and Production | |
| JI COUNTY | Tianjin Special Auto Industrial Park | Special Purpose Vehicle Production Research and Development, Car Culture Show, Logistics Business | BUILDING DEVELOPMENT |
| | Tianjin Shangchun Wine Industry & Green Food Processing Zone | Wine Industry, Green Food Processing Industry | |

China as a global market

Ming Jinwei (Xinhua)
Reporting from Beijing

American airplanes, Brazilian soybeans, German equipment and Thai tropical fruits.

What do they have in common?

Increasingly large quantities of them are finding their way into the Chinese market.

More and more countries are discovering in China an ever-expanding market for their staple exports as the 1.3 billion Chinese people start to consume more, supported by rising income and encouraged by the Chinese government, which has made achieving balanced trade and boosting domestic demand policy priorities in the next five years.

Government statistics showed China registered a trade deficit in the first quarter of 2011. The last time it did so was in the first quarter of 2004.

Some attribute the latest trade deficit to rising commodity prices, but others believe it could signify a crucial long-term trend of the Chinese economy as China gradually turns itself from the world factory floor into a major global marketplace.

Besides the quarterly trade deficit, China's overall trade surplus, long a source of friction with some of its major trading partners, has steadily decreased in the past couple of years.

Veronique Riches-Flores, head

of thematic research at Societe Generale, a major European financial services company based in France, said in a report that shrinking Chinese trade surplus means the country is becoming a consuming machine from an exporting machine.

The world has a lot to gain when China embarks on a shopping spree. For developing countries, they now have an important alternative market after exports to developed countries stalled in the global financial crisis.

China became the largest trading partner and the single biggest export market of Southeast Asian countries in 2010.

A free trade area was created at the beginning of last year between China and the 10 members of the Association of Southeast Asian Nations (ASEAN). Given the increasing appetite of Chinese consumers for foreign goods, ASEAN countries can expect to sell more to their northern neighbor.

For other major emerging economies, the Chinese market is also of critical importance.

The total exports of Brazil, Russia, India and South Africa combined to China recorded a stellar 52.7 percent year-on-year increase in the first quarter, reaching 33.05 billion U.S. dollars.

China, now the world's second largest economy, has replaced the United States as Brazil's largest trading partner, as it buys billions of dollars worth of Brazilian

agricultural products, crude oil and iron ore.

In Africa, the Chinese market means increasing trade opportunities and something more.

Charles Robertson, global chief economist at Renaissance Capital, a Russian investment bank and research organization, noted that total trade between Africa and China was just 10.6 billion dollars in 2000, and it rose sharply to 129 billion dollars in 2010.

In a recently published interview with Moneyweb, a leading source of investment information in South Africa, Robertson added that some African countries, supported by export revenues from China, had managed to secure development loans from Chinese banks to improve poor infrastructure, which could further help economic development.

The Chinese market is not only a boon to the developing countries. For developed countries, selling to the East is also essential, especially when they still struggle with high unemployment rates and lackluster economic growth nearly three years after the eruption of the global financial crisis.

U.S. President Barack Obama has long sought to increase U.S. exports to help the country climb out of the crisis. The Chinese market plays an important role in the scheme.

U.S. exports to China have grown faster in recent years than those to other regions of the world.

U.S. Treasury Secretary Timothy Geithner once said China could one day become the biggest market for U.S. goods and services.

For European countries, China, once a source of fierce competition with local manufacturers, has increasingly become an important business partner.

The German Edition of Financial Times said in a recent article that booming trade with China means European companies can sell more and more of their products to Chinese consumers, which has lifted share prices of many European industrial powerhouses.

Currently, German exports to China are bigger than those to its traditional fellow European partners like Belgium, Switzerland and Poland.

When China buys more, it is good for the rest of the world, but it is also good for China itself.

With more foreign-made products pouring into the Chinese market, Chinese consumers have the opportunity of buying some of the fine products from around the world, while Chinese companies can use imported equipment and technologies to further their own development.

More balanced trade with the rest of the world can also help ease lingering trade tensions between China and its major trading partners, thus paving the way for more cooperative economic and trade ties.



As Exports to China Boom, U.S. Companies Showcase Their Wares at China Trade Show

In May, 67 U.S. companies descended on Shanghai for the largest food and beverage show in China—SIAL China. U.S. exports are expanding all over the world, and China recently emerged as the United States' top export market in 2010, and accounted for 20 percent of U.S. agricultural exports, valued at \$15.1 billion in the first half of Fiscal Year 2011.

The potential of the Chinese market was evident by the strong presence at SIAL China. The U.S.A. Pavilion was not only the largest pavilion at the show, but it was the largest U.S.A. Pavilion ever at SIAL China. The SIAL China trade show generated at least \$1.43 million in on-site sales, and of the exhibitors surveyed, a projected additional \$26.6 million in sales as a result of their participation in the show. For many

of these exhibitors, this wasn't the first time they have participated in a USDA's Foreign Agricultural Service (FAS)-endorsed trade show as they have experienced repeated success through their participation.

Strong U.S. farm exports will be a key contributor to building an economy that continues to grow, innovate and out-compete the rest of the world. U.S. agricultural exports this year are projected to be at a record \$137 billion and support more than 1.1 million jobs in the United States, with China expected to maintain its top position as buyer. Every billion dollars in agricultural exports supports over 8,400 jobs in the United States, while every dollar of exports creates another \$1.31 in supporting activities.

Source: Foreign Agricultural Service



WELCOME TO CHINA BRAND SHOW

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BUSINESS DIRECTORY

This is just a short list of the hundreds of companies the China Brand Show brings to ASD Las Vegas 2011. We invite you to visit these companies and review their products.

| Company Name | Exhibits | Booth# |
|--|--|--------------------------|
| ANHUI ARTS & CRAFTS I/E CO.,LTD | Embroidery tablecloth, Jewish products | CB249 |
| FUZHOU BEST ARTS & CRAFTS CO., LTD. | Canvas painting | CB318/320 |
| TINCHY INDUSTRIAL DEVELOPMENT LIMITED | Ceramic art ware | CB319/321 |
| FUZHOU JINDELI FASHION JEWELRY COMPANY LTD. | Home accessories, Imitation jewelry | CB420 |
| HENG-XING RAIN GEAR & TOYS CO., LTD. JINJIANG | Umbrellas | CB446 |
| JINJIANG PERFECT GENERATION IMP. & EXP. CO., LTD. | Dining tables, Chairs | CB458 |
| KINGLONG LIGHTING | Lamps | CB119 |
| GUANGDONG SILIQUE INTERNATIONAL GROUP | GUANGDONG SILIQUE INTERNATIONAL GROUP | CB129 |
| GUANGDONG BAOFENG CERAMICS | Tableware, Household Ceramics | CB141 |
| J & J HOUSEHOLD ARTICLES CO., LTD. | Cutlery, BBQ Tools | CB147/CB149 |
| DEYCE | Handbags, Wallets | CB218/CB220 |
| ZHONGSHAN CAMRY MANUFACTURER & TRADING CO., LTD. | Commercial Scales, Household Scales | CB224 |
| GUANGZHOU MONALISA BUILDING MATERIALS CO.,LTD. | Massage bathtubs, Outdoor spas | CB246/CB248 |
| W.S.M INTERNATIONAL COLLECTION | Apparel | CB226 |
| HUNAN SHANMAO CARTOON CO., LTD. | Children's Backpacks, Ceramics, Celamine tableware | CB346 |
| XUZHOU SHENGKUN SILK MANUFACTURING CO., LTD. | Silk quilts, Silk pillows, Silk bedding sets | CB421 |
| JIANGSU SUNSHINE DONGSHENG I/E CO.,LTD.w | Jewelry boxes, Christmas decorations | CB423,CB425,CB427,CB429 |
| JIANGSU SKYRUN CORPORATION | Bags, Scarves, Hats, Gloves, Toys | CB439 |
| JIANGXI TOP GRAND TRADE COMPANY | Holiday Decorations, Gifts | CB251 |
| NINGBO IMMA INTERNATIONAL TRADE CO., LTD. | School supply, Picture frames, Crystal jewelry | CB601,CB700 |
| CHINA FIRST PENCIL CO., LTD. | Pencils ,Pencil sharpeners | CB607,CB706 |
| SHANGHAI LANSHENG STATIONERY & SPORTS IMP. & EXP CO., LTD. | Painting materials, Paints, Plastic products | CB609,CB708 |
| ZHEJIANG RIFENG ELECTRICAL APPLIANCE CO.,LTD. | Massagers, Home electronics | CB613 |
| FUKANG GROUP CO.,LTD. | Stickers, Paper bags, Greeting cards, Craft gifts | CB615,CB714 |
| ZHEJIANG ORIENT GROUP LIGHT INDUSTRIAL PRODUCTS I/E CO.,LTD. | Apparel, Bags | CB633,CB635,CB637 |
| SOUTH ARTWARE CO.,LTD. | Candle Holders, Lanterns, Christmas crafts | CB640,CB642 |
| JIAXING CHNLONG PLASTIC MANUFACTURING CO., LTD. | Bags, Luggage | CB719,CB721 |
| ZHEJIANG TENGXIN UMBRELLA CO.,LTD. | Umbrellas, UV umbrellas, Beach umbrellas, Children's umbrellas | CB733,CB735 |
| ZHEJIANG NEWFINE INDUSTRY CO.,LTD. | Indoor shoes | CB740,CB742 |
| HANGZHOU LIGHT INDUSTRIAL PRODUCTS,ARTS&CRAFTS,TEXTILES I&E CO.,LTD. | Bathroom supplies | CB832,CB834 |
| ALLIED SINO(TAIZHOU) GEM TECHNOLOGY CO.,LTD. | ALLIED SINO(TAIZHOU) GEM TECHNOLOGY CO.,LTD. | CB507,CB509,CB606, CB608 |
| HANGZHOU RAINBOW CLASSIC TEXTILE CO.,LTD. | Curtains, Cushions, Curtain fabrics | CB813,CB815 |

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