

- Hainan Free Trade Port International Trade Online and Offline Exhibition Platform

—Based on Hainan's year-round international exhibition, serving the whole country and the world.

PROJECT PLANNING PAPER

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eye
Content

record



Project Introduction

P r o j e c t I n t r o d u c t i o n



Market and Competition Analysis

M a r k e t a n d c o m p e t i t i o n a n a l y s i s



Business models and marketing

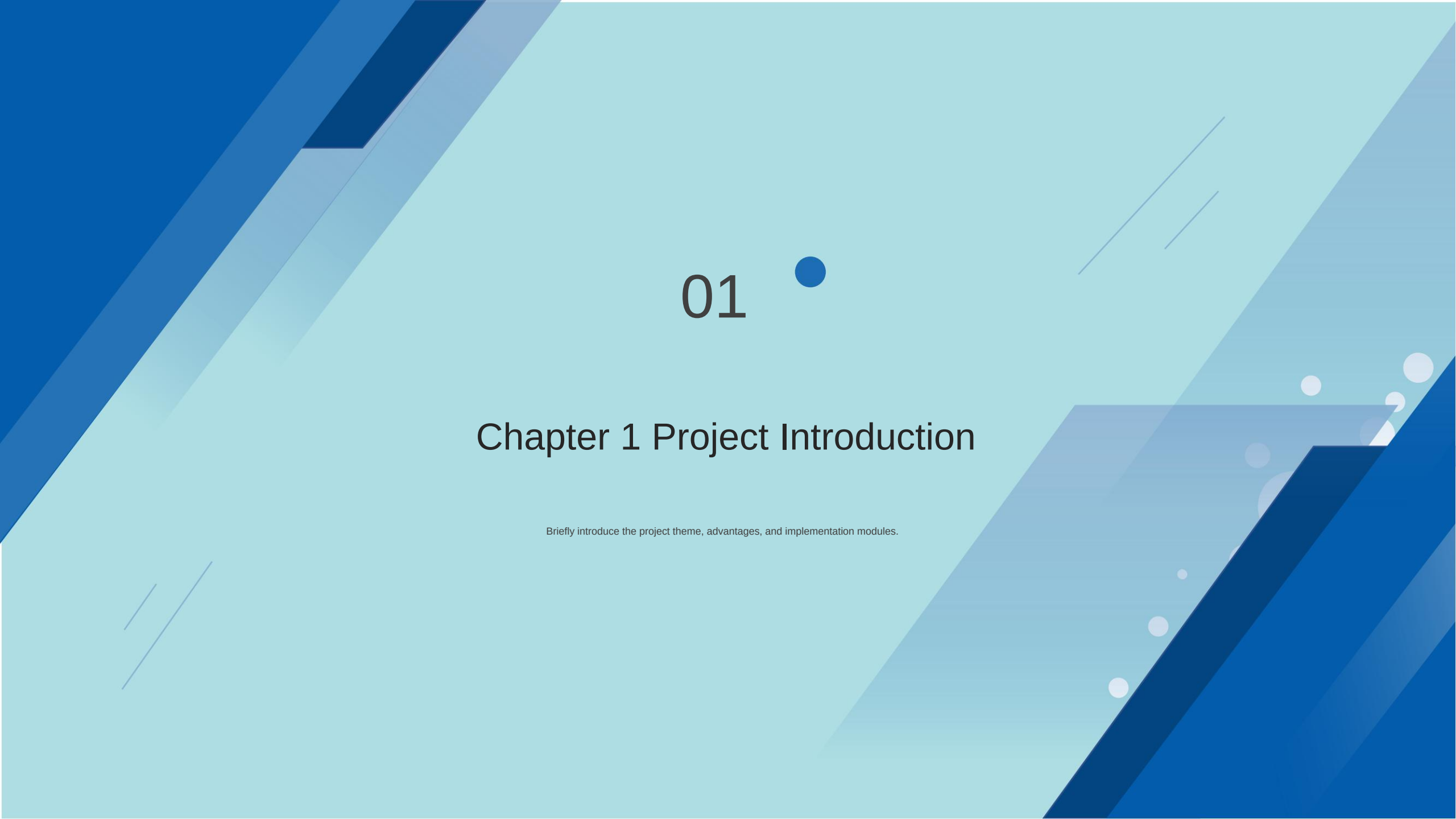
T h a t w a s e s s m o d e l a n d m a r k e t i n g



Launch and Future Outlook

S t a r t u p a n d f u t u r e p r o s p e c t s





01

Chapter 1 Project Introduction

Briefly introduce the project theme, advantages, and implementation modules.

● Strategic guidelines

Extensive, numerous, long-lasting

Implemented in:

Online and offline exhibition service companies; resource integration: mobilizing the masses and encouraging nationwide participation

Interactive elements; operation of foreign chambers of commerce; multiple profit models; multi-dimensional long-term planning.

Project Introduction : Three key aspects: policy foundation, project theme, and model advantages.



In line with national strategy

Based in Hainan, serving the whole country and the world.

With policy support as a foundation, various subsidies are available. The free trade

port needs to attract investment; where should it attract investment?

What to do? It aligns with national strategy: to expand.

The foundation for becoming strong. Like Shenzhen back then.



Project Theme

The permanent international exhibition hall is based in Hainan Free Trade Port.

Hong Kong provides import and export services for global companies.

Integrated online and offline exhibition and trade services. (Unavailable)

This will not only involve exports but also imports.

The products are made accessible to the general public through nationwide chain stores.



Model and advantages

Online and offline integrated exhibition and trade + **foreign goods chain**

Locksmith store's people-friendly planning + unique internal and external innovation

Foreign marketing model + **using foreign chambers of commerce as**

Operational focus + cluster-based promotion + **current**

Golden Cow + Platform Healthy Ecosystem

Starting with secretarial services for meetings, exhibitions, and invitations.



Looking at China's foreign policy: developing economic and trade relations with countries around the world, peaceful coexistence, and promoting the common development of human civilization are given top priority.

Project Introduction : Main Structure and Future Development

"National Exhibition of Famous Products" Offline Permanent Exhibition Hall



The unique "National Exhibition of Famous Products" permanent exhibition hall + regular industry exhibitions achieve immediate benefits, direct access to international markets, government support and subsidies, attracting businesses

The exhibition hall serves a dual purpose: as both a venue and a platform. Based in Hainan, it hosts year-round exhibitions, making the hall a central office space for foreign chambers of commerce, and fully utilizing the advantages of the Hainan Free Trade Port.

International customers can enter and exit freely for up to 30 days each time without a visa!

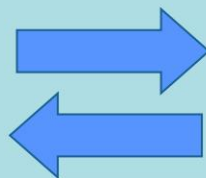


3E Online B2B Mall Platform

Global advertising to drive traffic and leveraging offline investment resources to enrich online products.

Products and memberships, in turn, benefit offline businesses. The information advantages of online platforms compensate for the information shortcomings of offline platforms, creating a synergistic effect between online stores and permanent offline showrooms.

To achieve synergy and provide intelligent services to domestic and international merchants.



外国土货连锁店

Resource integration and multiple utilization: in enterprise service outlets across the country

Based on (service shops), we will implement the principle that "the future is not only about exports, but also about..."

It's about making imported products more accessible and affordable through nationwide chain stores.

Development plan. Creating a series of "foreign specialty product stores" and "Brazilian original coffee"

The company owns chain brands such as "Guan" and "Nordic Original Bar" as well as various independent listed entities.





Online module

1. Sellers are concerned about product exposure: enterprise and product promotion services;
2. Trust issues in buying and selling: online contracts and order tracking, guarantees for large orders; 3. Language barriers in international trade for enterprises: publishing in ten languages (local language); 4. Path to high-level international quality and branding for enterprises: intellectual property services; 5. Enterprises' need for innovative development: creating a comprehensive platform for resource integration and multi-dimensional utilization.



Offline module

1. Unique year-round showroom: Learn online and experience offline to increase trust;
2. Affordable small shops providing enterprise services, and also the future of chain stores: multiple profit models
3. Integrating entertainment and sports competitions with business promotion: personalization and differentiation
4. Cluster-based promotion: Providing global exhibition services and recommendations for enterprises; 5. Regular exhibitions + year-round exhibitions: Solving the problems of financial constraints, trust issues, lack of brand influence, and inability to participate in international exhibitions **for SMEs going global.**

Addressing challenges such as browsing; as a government-led traffic management practitioner: what to recommend and where to recommend?



Project introduction, supporting technologies, and project description

01

Language-free: Supports 11 languages for both front-end and back-end.

You can publish in any native language.

Top 10 global languages. Truly global B2B.

03

Resource integration: 1. Rapid integration of enterprise service modules

1. Ensure the project's service team is in place; 2.

The brand module enables enterprises to upgrade their internationalization.

05

Goodwill Verification Center: Buyer Digitalization

Identify trustworthy and professional businesses and promote business development.

Actively use platform services and comply with the rules.

02

Trust issues: In-person product experience in physical showrooms,

Participating in physical exhibitions is more effective than purely online exhibitions.

Its very existence is a symbol of strength and brand.

Visa-free travel to Hainan is available to people from 88 countries around the world.

The free trade port allows a single stay of up to 30 days.

Buyers and manufacturers are the real help.

04

Online and Offline: Learn about online stores, offline...

Visit the exhibition hall for a hands-on experience and business discussions. A visit to the

exhibition hall will provide a deeper understanding of the platform, while also offering

entertainment, sports, and competitive experiences, in conjunction with the platform's national...

International localization marketing and customer role conversion

A strategy that can produce unforgettable results.



For more innovations on the online platform, please refer to "3Eeye's Thirteen Firsts".

The combination of online and offline methods in project introduction is of great significance.

“

Understanding Online Traffic Generation: Online stores are also powerful advertising platforms, and traffic generation is a crucial function of these platforms. Unique SEO techniques and rules bring enormous benefits.

Natural traffic. Offline authentic experience ("National Exhibition of Famous Brands" permanent showroom + regular industry exhibitions): showcasing brand strength and allowing customers to acquire physical products and services. ”

Provide genuine customer experience; resolve trust issues; enhance platform stickiness. Fully leverage the advantage of the Hainan Free Trade Port allowing international customers to stay in Hainan for 30 days without a

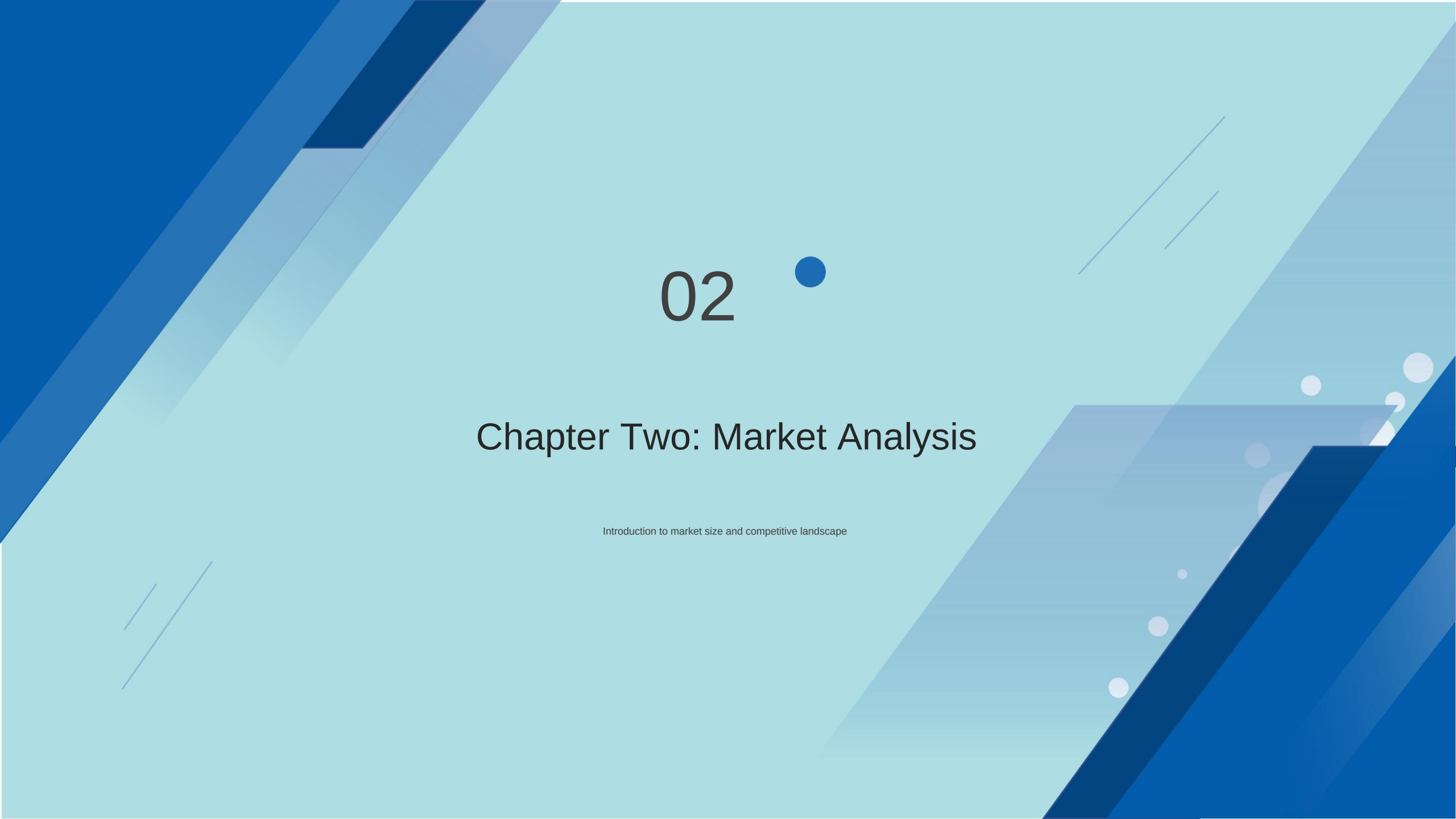
visa each time! From online to offline: transforming international trade from initial awareness and liking to ordering and trust; from offline to online: eliminating time and geographical limitations! Long-term cooperation and negotiation.



Learn online



Offline experience



02 •

Chapter Two: Market Analysis

Introduction to market size and competitive landscape





Zhonghong Tianrui's closed digital platform has no way to attract users.

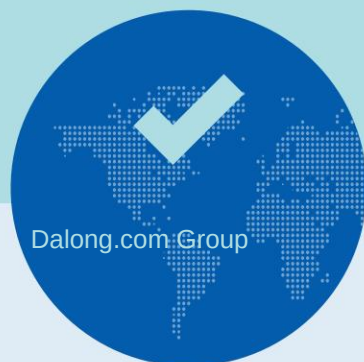
The German Airlines Group focuses on consumption and is more like a government platform.

COSCO Shipping focuses on logistics.

Hainan Haichao focuses on hotels and catering, with a main exhibition model.

Global Analysis

According to publicly available information, they may look similar at first glance, but in essence they are localized O2O models for overseas trade.



The first two companies both use an O2O overseas local promotion model, which is sure to be profitable. They are purely offline exhibitions, with online communication similar to using WeChat.



TradePoint.com uses online verification, while Hongwei focuses on foreign trade exhibitions (Canton Fair).



No competitors?



Why are there no completely identical competitors? Reasons

What is it? If similar companies adopt the same approach as us...

If we use the same methods, is there any fertile ground for our survival?

What is our differentiator?

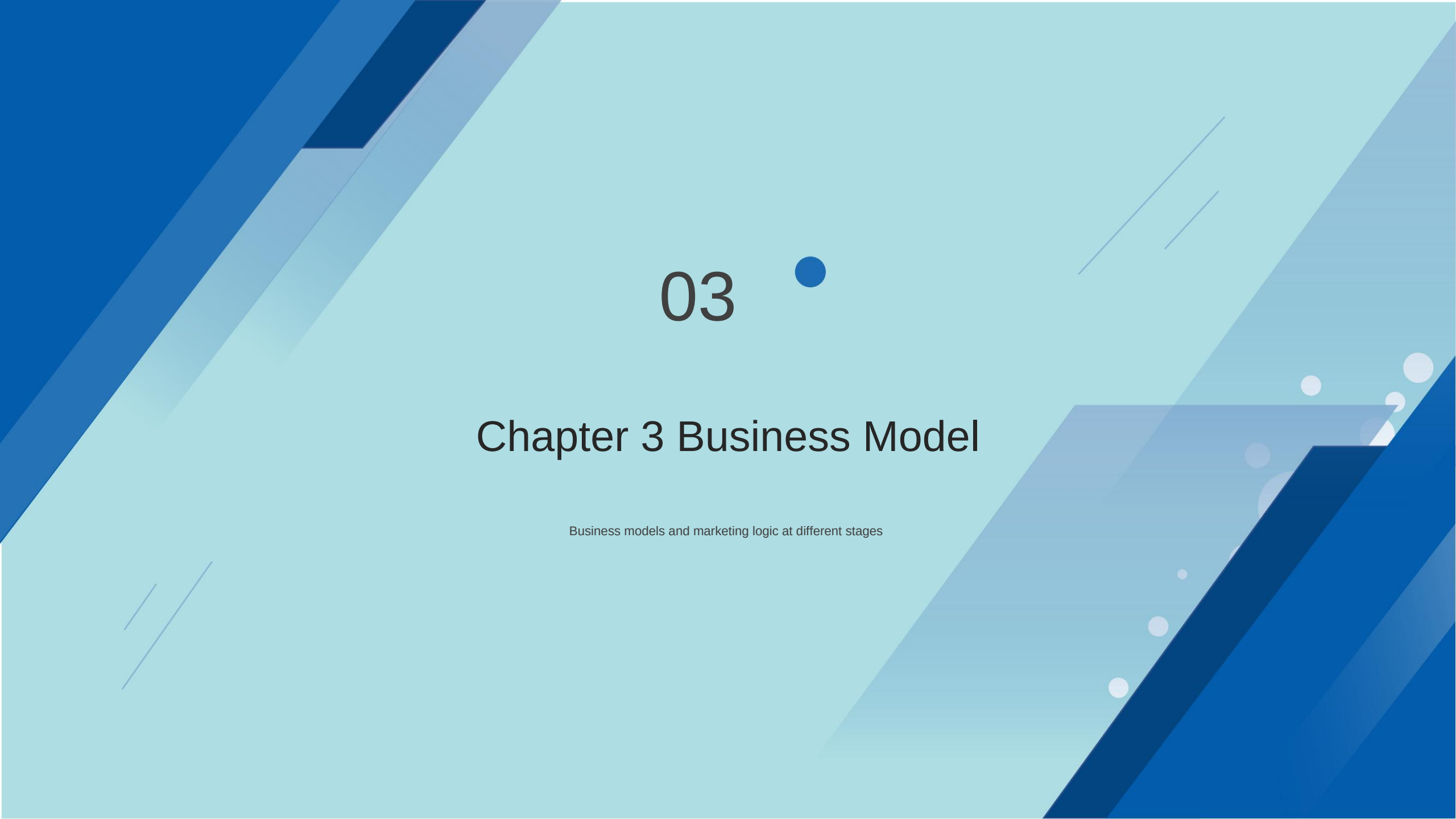


commonalities



When faced with strong competitors, they turned to offline channels.

The breakthrough opened up a crack, a fissure for survival.



03

Chapter 3 Business Model

Business models and marketing logic at different stages



Online and offline exhibition and trade integration

Profit Model: In the short term, a combination of exhibitions and trade is adopted for survival and development. In the long term, online and offline strategies will be implemented.

With exhibition services as its core, the "National Exhibition of Famous Products" offers year-round booth services through package deals and memberships , along with online VIP fees, advertising fees, and other derivative products such as foreign goods and services.

Service chain stores (foreign goods store, Brazilian coffee shop, Nordic bar).



Cluster-based + Unique Promotion Model

Marketing Model: "Cluster-style Promotion" + "Entertainment and Sports Competition"

"Integrated into the entire process of work, career, and business" + "Foreign Chambers of Commerce"

"Cooperation" + "Altruistic Resource Integration"

To create personalized and differentiated marketing strategies that meet the needs of overseas clients, and to promote...

In an era where communication is becoming increasingly complex, this can be described as taking a unique approach!



Value to buyers

1. Year-round exhibitions eliminate the need to travel around and allow you to visit and experience products from reputable manufacturers in one place ; 2. You can be both a buyer and a seller; 3. Online exhibitions are not limited by time or space.

Value to seller

1. Integrated exhibition and trade, saving time and effort; 2. Through online and offline channels... Increase exposure; 3. Avoid network competition and improve user experience.
4. **Overcoming trust barriers**; demonstrating strength and building a brand.



The value of the platform exhibition hall

The value of this link: from network information to offline

"Cluster-style" promotion of physical exhibits + national

International trade is a "bridge of trust and messenger of affinity".

Platform exhibition hall value two

Value in this link: Bridger+ provides enterprises with

More value-added services, acting as a "dynamic catfish" for enterprises

"Fish" makes international and domestic enterprises more competitive.

Online and offline

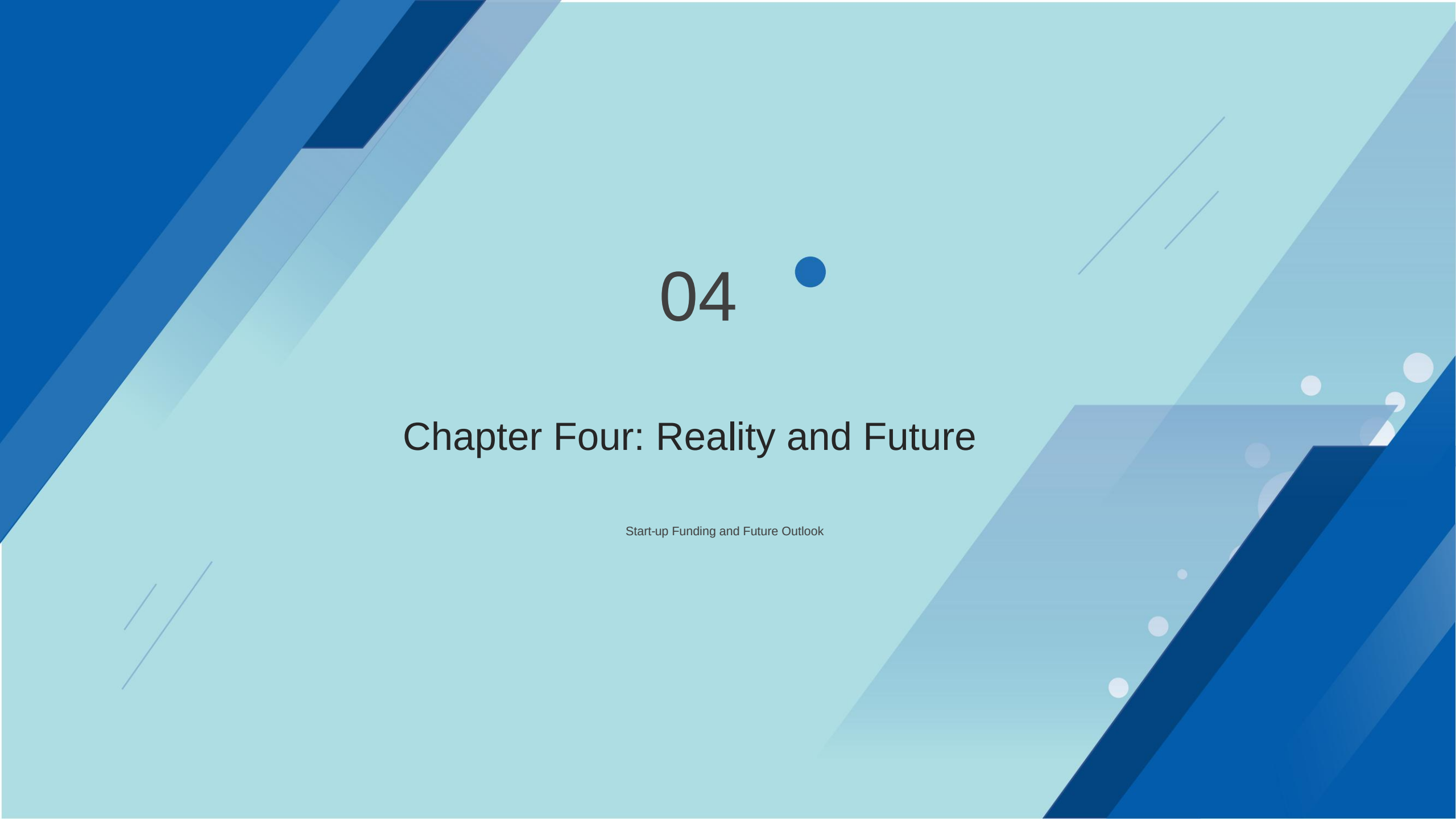
Brand building

People-friendly marketing

Membership Package



The online platform combines information dissemination, traffic, and advertising with a "cluster-style" promotion of physical products in a permanent offline showroom, along with a unique promotional model and an interactive customer acquisition model.

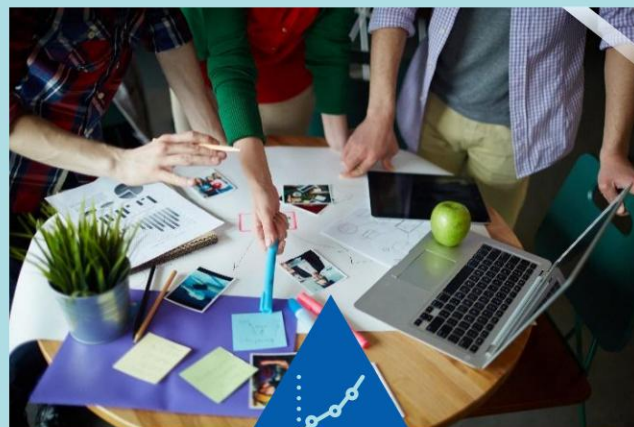


04

Chapter Four: Reality and Future

Start-up Funding and Future Outlook

The current short-term goal is to focus on increasing the number of merchants.



Goals at each stage

Year 1 goals: 10 million to 50 million in profit, 6,000 offline stores, 20,000 online merchants, and 20,000 product types and models; Year 2 goals: 100 million to 200 million in profit, 10,000 to 30,000 offline stores, 30,000 to 100,000 online merchants, and 150,000 product types and models; Year 3 goals: 600 million to 1 billion in profit, 30,000 to 60,000 offline stores, 100,000 to 200,000 online merchants, and 300,000 product types and models; Year 4 goals: 2 billion to 3 billion in profit, 60,000 to 80,000 offline stores, 200,000 to 500,000 online merchants, and 500,000 to 1 million product types and models.

Project financing

The first phase involves the sale of 15% equity: the lead investor will invest 50 million (10%) for offline launch; the second investor will invest 150 million.

5% will be allocated entirely to business acceleration. Reserved

With 30 million yuan set aside as a risk reserve fund, one can be at ease with sufficient funds.



A 34,000-square-meter showroom, with an annual cost of 15 million (including 5 million for the first year's renovation).



Investment of 10 million yuan was allocated to attract investment (mainly for the salaries of investment and marketing personnel).



Organizational structure platform maintenance 5 million

The following plan is based on a two-year usage schedule for the initial 50 million yuan funding. Any additional funding will be used entirely for the "accelerated" investment in the initial phase of the "National Exhibition of Famous Brands" project, focusing on "customer and product arrival," and ensuring its success .

Big things in the present and future start with small things.

证监会改革上市标准有助于将新兴行业好公司纳入A股，避免错失腾讯、阿里等好公司的前车之鉴，同时表明政府对股票市场的重视和发展资本市场的意愿；

0 1

3E's Dream

Leveraging the policy support of the Hainan Free Trade Port national strategy and the new national policy on the listing of internet companies (clearly stating to avoid missing out on companies like Alibaba and Tencent), we strive to build 3E International Exhibition Center into **China's first private exhibition A-share listed company** within 5 years (A-share listing can have a huge advertising effect), and make 3E an international internet giant integrating online and offline exhibitions and trade.

Over the next 5-10 years, we will continuously expand our number of merchants and product lines, and launch multiple "foreign goods chain stores" IPOs focusing on domestic mass consumption . **Our unique** international showrooms and international B2B trade have placed us firmly in a position of unparalleled competitiveness. **We will** build upon our **3E platform** to promote Excellence and Integrity .

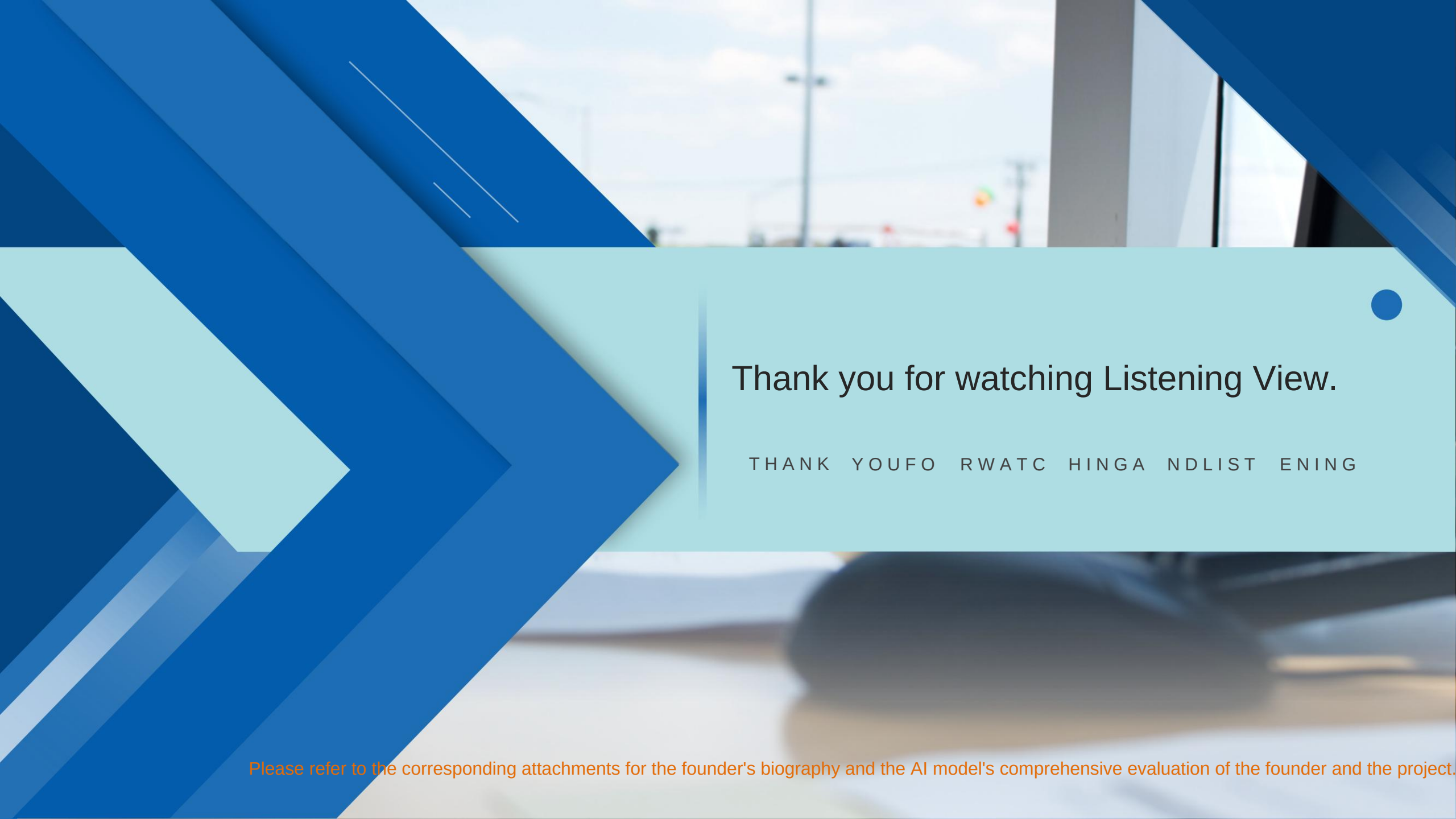
We strive for the **global ideals of modern civilization** , including **environmental protection and ecological civilization** .

0 2

Medium and short-term planning

- 1. Continuously optimize the exhibits and sales ;
- 2. Continuously optimize partner manufacturers;
- 3. Optimize exhibition methods;
- 4. The "Going Global" model;
- 5. Strengthen cooperation with foreign chambers of commerce and promote altruism.
- 6. Sexual resource integration ,
- 7. A people-friendly local chain store/office model, 6

0 3



Thank you for watching Listening View.

THANK YOU FOR WATCHING LISTENING

Please refer to the corresponding attachments for the founder's biography and the AI model's comprehensive evaluation of the founder and the project.