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Beijing HL Consulting Co., Ltd

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Table of Content

- 1. About Us**
- 2. Our Business Scope**
- 3. Our Consulting Service**
- 4. Our Main Customers**

About Us

- **Beijing HL Consulting Co., Ltd** is one of best-known market research and investment consulting company in China.
- We provide business intelligence and market research products in English about the Chinese market.
- We provide investment/incorporating consulting for foreign investors in China. We perform due diligence and business analysis for organizations that are contemplating investments, strategic partnerships, mergers, and acquisitions or that are looking to enhance organizational effectiveness in an existing business unit or portfolio
- As a specialist business information publisher, Beijing HL Consulting Co., Ltd's clients include some of the world's leading multinationals, governments, banks, brokers and management consultants.

Our Business Scope

➤ **China Market Research**

Beijing HL Consulting Co., Ltd has published over 500 market research reports since its establishment. Our report are mainly focused on energy, materials, automobile, industrial machinery, food.

We have extensive data collecting sources, we have systematic industry data covering over 1000 industries in China since 2001. The indicators of our data include monthly price, production, import and export, consumption and financial data

Our Business Scope

➤ Investment Consulting

Based on our deep insight into Chinese market, laws and policies, we can help international companies enter the China market by assisting them through each step of the entry process. Our consultants have served more than 300 clients from over 30 countries, including Fortune 500 and small-sized companies. Our services include market analysis, partner searching, project appraisal, credit investing, office renting, tax service and help registrations of foreign enterprises. We can lower the cost of enter Chinese marketing to a largest extents and improve your business efficiency.

Our Consulting Service

- Due Diligence
- Credit Investigation
- Business Plan
- Market Research
- Feasibility Study of Business in China
- China Market Entry Consulting
- Incorporation in China
- M&A in China

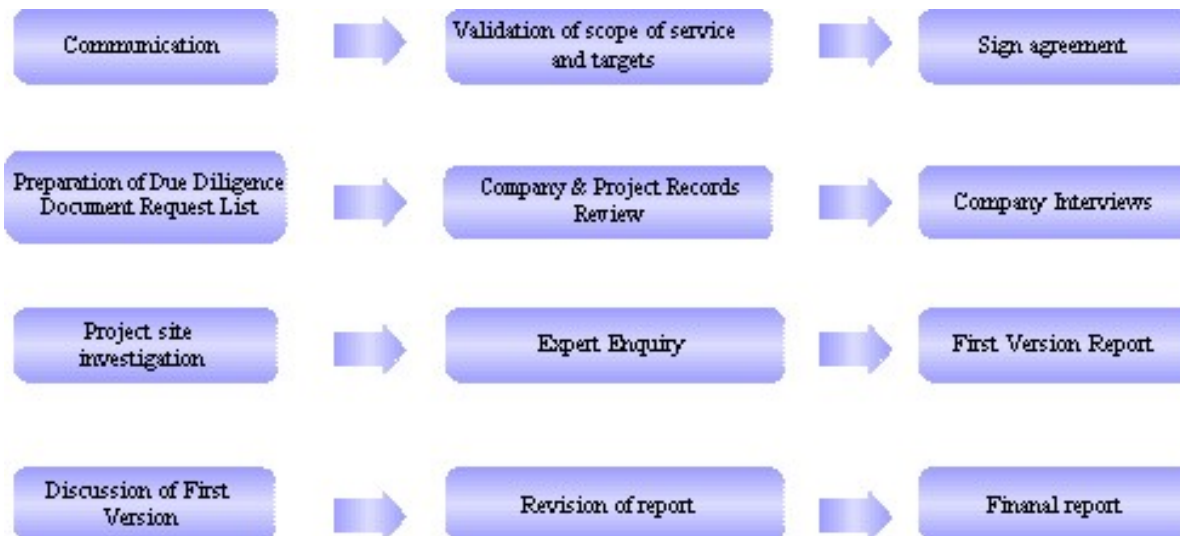
Due Diligence

Due Diligence

- We generate valuable due diligence reports and business analyses for our client base that become an integral component of their decision-making and negotiation processes. We offer a confidential, sound, unbiased perspective and are the ideal complement to your internal resources.
- As a premier due diligence consulting firm and widely recognized as one of the China's leading consulting firms, Beijing HL Consulting Co., Ltd enhances client business decisions by combining a thorough understanding of competition ability, technologies, logistics, corporate strategy and finance with an ability to summarize complex issues into concise, easily understood terms.
- Beijing HL Consulting Co., Ltd's professional industry experts have extensive market intelligence covering over 100 sections in China. So we can have deeper insight in our service and generate more valuable service.

➤ How we work

- Projects are customized based on client needs, following is the typical flow



Credit Investigation

- **Consumer Credit Data Services**

- Consumer credit file registration

By consumers' registration and creditors' inquiries, HL Consulting collects consumer credit information, and set up accurate and impartial consumer credit files. HL Consulting provides professional services of credit file registration and consumer credit information processing to government, industry association, banks, insurance companies, employers and agencies, etc.

- Credit information inquiry

With its already established databases and databases under construction, HL Consulting provides consumer credit information inquiry services under the government's acts.

➤ Credit Report

Standard credit report

Based on the scientific processing of credit information and in accordance with localized mathematics model, HL Consulting makes quantitative analysis of individual credit information and presents individual credit score reports. HL Consulting only provides credit investigation report service for legitimate users as defined by laws and regulations. The common version of generic reports follows Credit Scope 2000.

➤ Customized credit report

According to various demands from different industries or businesses, HL Consulting provides customized credit reports to its customers, including credit investigation and score reports for credit card, student loan, home mortgage, auto loan, cash credit, and profession credit evaluation reports for practitioners.

Consumer Credit Risk Management

➤ **Consumer credit risk precaution (tracing and monitoring)**

With the management of dynamic credit database as its base and its credit scoring and credit management technologies as measure, HL Consulting helps financial institutions, businesses, credit providers to complete the follow-up and monitoring of consumers after credit transactions, and also provides predicting services to identify the possible delinquent consumers by using real time credit analysis.

➤ **Tracing and identifying service on delinquent consumer**

HL Consulting helps the legal end-users searching their customers in HL Consulting's credit information database with high successful rate and then identify the informant after the successful search.

➤ **Debt Management**

On the base of our tracing and monitoring service, and with professional collection team and staff, HL Consulting provides debt collection services through call center, mail, E-mails and other legal methods. This service helps the clients to manage their debts in a cost effective means and with high collection rate.

Customized Solution

➤ Consulting service for consumer credit management

HL Consulting provides a full package of professional consulting solutions in consumer credit management for financial institutions, public utility organizations, business and guilds. It helps the above organizations to establish and manage the consumer credit files of their clients, to make quantities analysis on the credit records, to realize effective screening, evaluation, risk precaution, risk control and debts management, to establish internal risk management department, and an effective, scientific and low-cost consumer risk management system.

➤ Outsourcing service in consumer credit management

With its professional staff and management techniques, HL Consulting provides outsourcing services on consumer credit management for financial institutions, public utility organizations, telecom business, retail businesses and guilds. The outsourcing services include establishing credit file as mandated by clients, designing credit payment tools, accepting credit application, conducting credit analysis, managing A/R, standard debts collection, etc. This service undertakes the major tasks of clients' credit management department and reduces their overhead. This is also a successful credit management solution for small and medium-sized business.

- **Developing and design of credit risk scorecards**

HL Consulting can help banks, financial institutions, public utility organizations, telecom business, retail business and guilds in designing and developing mathematics scorecards for credit risk management. The scorecards enable our clients to make quantities analysis on consumers' credit worthiness by using their own data, and to make scientific predicts on consumers' payment capability and delinquent rate, and to make a wise credit decision correspondingly.

- **Data mining Services:**

Selection of the items & variables for database and scorecard; Development and comparison of the localized variables; Data relativity analysis and data rationalization; Proposing for its clients of transitional solution on credit rating in event of insufficient data resources.

Business Plan

- Business plan is critical to successful finance, however it is not easy to prepare an excellent business plan. You may know the operation of your business, however you may not know how to express your idea clearly and logically and be accepted by investors, what is more . you need more intelligence in financing to maximize your interests. Business plan covers extensive analysis including production, technology, law, financing, accounting, market and marketing, risk analysis. It is difficult for most clients to prepare an excellent business plan.

With our effective consulting service and business intelligence in lots of industries , we can clearly understand the business model, products and services, production, marketing, fund request, competition of our clients, we make the integration of our experience and professional knowledge with your information. We can provide high quality market analysis for we are also a famous market research and business intelligence company, then we can put forward better competition strategy and marketing strategy , we have engineers and experts in lots of industries to finish the technology and production part of business plan. We have professionals in accounting, law, investment scheme design and funding request. design. By leveraging our experience in the capital markets, our team offers customized business planning services that facilitate financial transactions and business growth for clients. Our clients rely on us to develop business plans, selling memorandums, financial projections and investor presentations to help them:

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- Raise equity from venture capitalists, private equity firms, angels and other investors
 - Secure debt financing from banks, financing companies or leasing firms
 - Merge, acquire or divest their company, division or subsidiary
 - Present new opportunities to strategic investors or partners
 - Gain interest from potential management teams and board members
 - Intelligently plan and document their growth objectives and strategies

Market Research

- Chinese Market Consulting

As a local consulting firm, Beijing HL Consulting Co., Ltd can help you with the following challenges

- Goal determination for launching your products in Chinese market
- Need for better knowledge of Chinese customers
Acquisition search in China
- Determination of investment opportunities in China
- Feasibility study on potential investment partner
- Determination of viable distribution channels in China
- Pricing analysis throughout China

We are capable of offering more realistic solutions for both industrial and consumer products. The studies are tailored to the needs of clients considering entrance to the Chinese market or wishing to refine their current China strategy.

- **Market Overviews**

Market Overviews typically include analysis of the following points:

- Role of industry authorities
- Market size divided by region, product type, and competition
- Common market prices
- Competitors in the market
- Buyers
- Opportunities and threats for the client

•Competitor Analysis

Competitor Analysis can range from a simple list of major competitors with activities in China to a detailed analysis of the activities of one or more of these companies.

Research focus can include:

- Ownership
- Production scale and investment size
- Strategy
- Market Position
- Performance
- Client base
- Partnerships and alliances
- Management structure
- Marketing function

Feasibility Study of Business in China

➤ Policy Study

The company provides governmental authorities with consulting services with respect to the formation of macro economic policy, investment policy and the regional and industrial development policy as well as key products development policy.

➤ Engineering Consultancy

- (1) Investment opportunity study;
- (2) pre-feasibility study and feasibility study;
- (3) review and appraisal of feasibility study;
- (4) special subject study;
- (5) engineering design and design review;
- (6) cost assessment;
- (7) bidding and evaluation;
- (8) construction supervision;
- (9) project management;
- (10) interim evaluation;
- (11) inspection for acceptance and engineering auditing;
- (12) post evaluation.

➤ Strategic Study & Planning

- (1) Regional planning;
- (2) industrial planning

➤ Management Consultancy

- (1) Enterprise development strategy;
- (2) IT application in enterprises;
- (3) financial management consultancy;
- (4) human resources management;
- (5) enterprises diagnosis

➤ Other Business

- (1) Consulting service concerning investment and cooperation by Chinese and foreign enterprises within and outside China;
- (2) undertaking overseas engineering projects;
- (3) undertaking economic and technological cooperation with foreign partners, and engaging in export of equipment, materials and technical labor;
- (4) personnel training.

Strategy plan

- **Create and Implement the Best Strategy for Your Business in China**
After thorough analysis of the client's situation, we will **Create and Implement the Best Strategy for Your Business in China** :
 - Analysis of market, policy, environment in China
 - Determination of goals, positioning, values, and competitive advantages
Seminar-style workshop with the company founders, current senior management, and key mid-level staff were used to clarify and agree on long-term goals, as well as industry positioning, core values, and competitive advantages.

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- Help to locate the best possible entry points in relation to the sale of products in the Chinese market.
 - Verify if this business is viable
 - Locate the right business partners in China to work with
 - Formulation of primary and emerging strategic business plans
 - Establish the right product line and pricing schemes
 - Matching the organization to the market
 - Design the management structure of the parent and its subsidiaries

China Market Entry Consulting

➤ Understanding and Entering Chinese market

Over years of market and industry research in China, we have accumulated rich knowledge and experience over Chinese market , especially in the mining, machinery, auto parts, chemical and more. We will provide you with Chinese market entry strategy based on the target market and industry research we conducted.

➤ Our market entry strategy will give you a strong sense of whether market entry is feasible and how the market entry should be planned. After the field research, we will provide you with a report covering the topics as following:

1. Market (size, growth, competition, structure, M&A activity, trends)
2. Environment Potential for expansion
3. Distribution and Sales performance
4. Consumer (profiles, habits, behavior)
5. Cultural issues
6. Potential for Joint Ventures or Strategic Alliances
7. Competitors
8. Strengths, Weaknesses, Opportunities, Threats (SWOT)
9. Recommendation

➤ Finding local business partners

If you are searching a business partner in China, we are able to make it much easier for you. Firstly we will prepare a list of potential candidates for you and analyze them. Afterwards our researchers will contact the short listed companies as you request. The service includes:

1. Pre-arranged meetings
2. PA and administrative assistance
3. Translation
4. Accommodation
5. Transportation

➤ Understanding competitors, customers and market better

As the Chinese economy is growing very fast, Chinese companies are emerging as strong competitors to their global counterparts. It is always very important to keep an eye on your existing or potential rivals since the competition is becoming fiercer than ever since. Responding to this kind of situation, we provide local Chinese companies investigation which is composed of :

1. Company profile
2. Operation
3. Strategy
4. Leadership
5. Market share
6. Distribution and sales performance
7. Technology

➤ Testing products

It is risky for a product to enter a new market, especially when the cultures are so different. So it is very important to conduct a product test before launching a product entry. As a result of long-term cooperation with media companies, we can provide a product trial survey or product concept investigation which will cover more than 2 million households in China. And in some big Chinese cities including Beijing, Xi'an, Shenyang, Changchun and Chongqing, we can visit the respondents and collect the results if it is necessary and convenient for the respondents. Afterwards we will provide the survey result to the clients in the form of report.

➤ Sourcing

China is the world factory. Chinese-made products are being well received by more and more countries across the globe due to its relatively low price and favorable export policy practiced by the Chinese government. If you are looking for products in China, we can help you find the right ones.

Incorporation in China

- Incorporation in China
- Investors may establish enterprises or offices in China. Foreign investment should be in line with China's industrial developing policies and concrete requirements in China. The project proposal will be submitted for examination and approval before the enterprise is to be formed. Each different form has different characteristics, especially the ownership, import & export of products, and the rights of domestic sales, etc.
- Teamed up by accounting and marketing professionals, we specialise in the areas of financing, taxation and business planning... We can be of assistance to clients to set up their business in China.

Our aim is to always provide a comprehensive service to our clients and we tailor our services to their individual requirements

Finding business partners in China

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Our Main Customers

- ::DaimlerChrysler
- ::McKinsey & Company
- ::KPMG International
- ::The Boston Consulting Group
- ::Mitsubishi Corporation
- ::INVISTA
- ::BHP Billiton
- ::Viessmann
- ::Sepco SA.
- ::Accenture
- ::The Parthenon Group
- ::COMPANHIA VALE DO RIO DOCE
- ::ICF Consulting
- ::Thales Corporate

Our Main Customers

- ::Putzmeister Co.
- ::Metec ltd
- ::NTC s.r.l
- ::LLAG(Lurgi Lentjes)
- ::BASF Aktiengesellschaft
- ::Groen Brother's Aviation
- ::Lee & Allen
- ::ENVIRGY GMBH
- ::STF S.p.A.
- ::Dakin Property S.L
- ::Honeywel
- ::Japan Technical Information Service
- ::JATISSK TELECOM CO LTD KR
- ::INSEAD FR
- ::Centro di Ahi Studi CASCC

Our Team

Shen Wei, Senior Manager and Analyst, got a master and double bachelor degree from TsingHua University, China Register accountant, has been the manager in a famous investing consulting corporation which is led by CDIC, who gets the rich experience in investing and consulting industry.

Huang Zhiyong, Analyst, who has rich knowledge about China enterprises operation and management.

Jiashu Liu, Analyst.

Zheng Ruifang, manager and Analyst, got a master degree from Beijing Forestry University, getting 4 years experience in new enterprises establishment in China.

Qian Jiang, Analyst.

THANK YOU

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