



Camellia Universal Limited
China Business & Investment Advisors
www.CamelliaUniversal.com

"Camellia Universal is very trustworthy and professional. I can honestly say that I would highly recommend Camellia Universal as a business partner or consultant for trading and investing in China."

--- Alan Bennett, Davies & Son, Chairman

"AIA have found the team at Camellia Universal extremely helpful and it has been a real pleasure working with them. They have been able to meet tight deadlines and provide a well researched, high quality article for International Accountant magazine in a very short space of time. I would highly recommend Camellia and hope to work with them again in the future"

--- Hayley Richardson, Association of International Accountants, Marketing & PR Executive

"The seminar 'Doing Business in China - Know the Game' was very useful and appropriate for our needs"

--- Carlos Barrera, Hydrogen Energy International Ltd - a joint venture between BP & Rio Tinto

We are a member of the Chamber of Commerce & registered with Business Link Supplier Brokerage Service and UK Trade & Investment.



Introduction

China's massive growth brings enormous opportunities for European and American companies while simultaneously creating profound challenges for the world. China is a huge country, and each province is vastly different. Any company in Europe and USA that has any international dimension to its business should be considering a strategy for China. With the rapid growth of the Chinese economy, China is going to affect most businesses in the Europe and USA. Camellia Universal Limited (China Business & Investment Advisors) is a leading international consulting interface between European, American and Chinese businesses. We mainly consult with companies on doing business and expanding into China.



The company concentrates on the needs of Chinese, European and American firms in dealing with their counterparts, by providing advanced management development, research and consultancy. Camellia Universal Limited (China Business & Investment Advisors) is committed to providing excellent management consultancy to both Western and Chinese companies. With excellent resources, including numerous contacts in Chinese government and companies, outstanding research capability, a comprehensive China database and a multi-disciplinary consulting team. These services are tailored to the needs of individual businesses to maximise success in China and provide companies with knowledge and practical support. The firm can offer services in the following areas:

Setting up in China:

- Selection of investment locations
- Identification and selection of joint venture partners
- Market entry strategies
- Marketing/distribution strategies
- Feasibility study
- Technology transfer
- Chinese business culture
- Chinese legal issues (taxation, accounting, employment, importing & exporting)
- Strategic management issues
- Internationalisation of Chinese firms
- Business opportunity advice

China-related business and culture seminars, conferences, workshops and talks:

- Chinese business culture and etiquette
- Preparation for business trips to China
- Preparation for welcoming Chinese delegation
- Negotiation techniques
- Business meeting skills
- The tricks of the trade
- Business opportunities in China
- Setting up in China
- Legal & administrative issues in China (taxation, accounting, employment, importing & exporting)

China outsourcing- product sourcing, manufacturing development & promotion consultancy:

- A highly skilled & professional sourcing team in China
- Saving in valuable time, money and resources
- New product development and manufacturing
- Ethical and working environmental issues check up, such as use of child labour and workers suffer with daily exposure to the environmental issues.
- Quickly identify the most-reputable and best-qualified factories and ensure high-quality results for our clients' products
- Expert English-Chinese translation for highly technical specifications
- Lower material costs with competitive pricing negotiated on our clients' behalf from the factories
- Representation of our clients' interests (not the manufacturers')
- The firm can expand product range at any time in response to customer demand
- Import, export and manufacturing advice



China arbitration service:

- The service is on a no win, no fee basis
- Dispute, refund or discount
- Negotiate a settlement
- Professional assigned lawyers and arbitrators



The Current Main Clients

- Tishman Speyer, the biggest property investment company in the USA (USA)
- BG Media International Service Ltd (UK)
- Hilton International Asia Pacific Pte Ltd. (USA)
- Charlton Birkett Ltd (UK)
- Starwood, Asia Pacific Hotels & Resorts Pte. Ltd. (USA)
- Davies & Son (Est.1803), a leading & the oldest Royal tailoring firm in the world (UK)
- Wuxi World Trade Centre Co. Ltd. (China)
- Portman Holding Inc. (USA)
- PEL Agencies Ltd. (UK)
- Thomas McMillan & Associates, LLC (USA)
- Ningbo Tengbo Material Co. Ltd. (China)
- Comelie London (UK)
- SockSub Partners (UK)
- Zhejiang Business Magazine Co. Ltd. (China)
- Ningbo Prime Imp & Exp Co. Ltd. (China)
- Aroma Health International Ltd (UK)
- Enjoy Casino Manufacture Co. Ltd. (China)
- Zhongcheng Art Folding Fan Factory Co. Ltd (China)
- Association of International Accountants (UK)
- Hydrogen Energy International Limited - A joint venture between BP & Rio Tinto (UK)
- Amptill Metal Company Limited (UK)
- More



The Main Management Team



Biao Wang

Our Founder & CEO, Mr Biao Wang, is a British Chinese and UK MBA graduate in International Business Studies. He was educated and worked in the commercial world in China before coming to the UK. Mr Wang has a high standard of English and has studied western customs and culture. His extensive network of Chinese government and business connections, together with the amalgam of his Chinese background, British education and multinational work experience, leaves him well placed to bridge the business knowledge gap between the two cultures. Mr Wang is able to give clients a unique inside view of what is happening in China. Mr Wang is also a public speaker, speaking on a wide range of China-related business and culture topics.





John Craig

The senior China business investment advisor is Mr John Craig. During his career, he was a director of Standard Chartered plc, chairman of the executive committee of the British Bankers Association and a member of the Deposit Protection Board. He has been a director of several other companies, including Jupiter International Group Plc, and of several investment trusts. He is also a non-executive director of New Star Asset Management. Mr Craig has been to China for investment projects many times. He has very good connections with Chinese government and understands the Chinese business culture.



Barry Draper

The company secretary & legal director, Mr Barry Draper, has a BSc (Hons) degree. His working background is the civil service in the UK, where he undertook a wide variety of tasks that belies the traditional perception of such a career. He developed and utilised important skills such as negotiation, accountancy, report writing and application of law. Together with a gift for planning and organising, his eye for detail provides a solid foundation for the successful operation of the company. He has been to China many times and is accustomed to the Chinese business culture.



Yingying Fan

Our operation director in China is Ms Yingying Fan . She has been in the industry of international trade and investment in China for more than 12 years and has built up an excellent wide network and mutual trust with the various Chinese companies, government officials and media. She is also giving advice to Chinese companies and encouraging them to meet high ethical standards. Ms Fan calls on all enterprises to take up the social responsibilities. Within the body of every businessman should flow the blood of morality. She has a high standard of negotiation and persuasion skills, which are integrated with Chinese and western business cultures.



Qing Wang

Ms Wang Qing is our public relations and media director in China. She graduated from the Zhejiang University in Hangzhou, China, holding a BA degree in Public Relations. She worked for a leading luxury British car brand company as a public relations manager in China before She joins in the team of Camellia Universal Limited (China Business & Investment Advisors). Ms Wang has established an invaluable network and relationship with media and big companies in China, especially Zhejiang province. She is also specialised in public speech writing and branding strategy and promotion.





Albert Timson

Mr Albert Timson is the sales and distribution consultant. He has been in the sales industry for more than 40 years. He is responsible for identifying and developing new sales channels with a view to increasing supplies to and from China and the UK market. Albert has established a wide and strong network of client relationships and is also experienced in training staff in presentation skills, selling techniques and account management. He has been to China for business and is accustomed to the Chinese business culture.



Thomas McMillan

Dr. Thomas McMillan is our partner in the USA for introducing investment funds from the USA to China. He has a Ph.D. in Southeast Asian studies and has over 30 years of experience in the acquisition, development and sale of commercial and residential property, including hotels, fitness clubs and office buildings. He has been closely involved in the work of developing large projects, including brokering multi-million dollar transactions. He was a commercial real estate construction lender for the former First National Bank of Chicago (now J.P. Morgan Chase Group). He headed the real estate division of Henry Crown & Company of Chicago for eight years with responsibilities for major land development projects throughout the United States as well as existing property investment opportunities. He formed Elite Realty Services in 1985 and was involved in financing and managing large industrial loft properties which were ultimately renovated and converted to residential loft condominiums. He represented the real estate division of Itochu, the Japanese trading company, in the disposition of some of its real estate investments in the Midwestern United States. He began to focus on China approximately four years ago and has now made several trips to the cities of Hangzhou and Ningbo with Camellia Universal.



Richard Dunstan

Mr Richard Dunstan is our partner in the Republic of Ireland. He has a BSc (Hons) degree. He is a UK citizen and resides in the Republic of Ireland where he runs his own training and consultancy business. He is also a qualified teacher in adult education. His career spans light engineering, administration, training and consultancy. He has particular expertise in training the trainers and in multi-cultural settings and the promotion of valuing diversity. Mr Dunstan is a valuable resource between companies in Ireland, the UK and China. He is the sales and distribution consultant in the Republic of Ireland on behalf of Camellia Universal.





Kevin Wu

Mr Kevin Wu is the export to China consultant in China. He graduated from the University of Plymouth, holding an MSc International Shipping degree. He is familiar with western culture and has a high standard of English. During his career, he worked for UPS for several years in China. His job covered market research, capturing market share and exploring new sales opportunities, addressing customer enquiries and concerns, identifying their needs and keeping a good relationship with large and medium size customers. His rich work experience enables him to provide export to China research and solutions, making sure the whole process goes smoothly.



Xiaoying Wang

Ms Xiaoying Wang (BSc Hons) is the market research consultant of Camellia Universal Limited (China Business & Investment Advisors). She graduated in International Economics and Trade before working for a large investment consulting corporation. Gentle by nature and having a good command of English, she is not only good at communicating with foreign clients, but also establishing close relationships with the media in China. She is conscientious, reliable and active in her consulting job. Ms Wang can be relied on to act in the best interests of clients and provide accurate market research and consultancy for customers. Her intense passion and high confidence make her an outstanding member of our team.



John Zerafa

Mr John Zerafa is the director of Camellia Universal (Malta) Limited. He completed his studies in sociology in Italy and worked in the Middle East for 2 years. In 1990, he set up an International Freight Forwarding Company, which has targeted trade with the Far East. Mr Zerafa is a member of a recognised organisation which focuses on trade with China and throughout the world. He is fluent in Italian and proficient in spoken Mandarin and Arabic. Mr Zerafa has considerable experience of China and Chinese business, particularly over the last 8 years. He has visited China and explored Chinese culture on many occasions. Mr Zerafa has also established a firm relationship with Chinese diplomats in Malta.

Camellia Universal Limited (China Business & Investment Advisors) also has a China outsourcing team in China. In addition, we have a large and strong group of professional associates across China. They are also the key players in the organisation. Without them, Camellia Universal would not be successful today.





Who Should Use Our Services?

- Companies who are planning to do business in China
- Enterprises that are looking to develop or manufacture goods or new products in China
- Import from and export to China
- Companies that are looking to sourcing products from China
- Enterprises that are searching for business opportunities in China
- Businesses that are looking to enter the Chinese market
- Firms that are looking to set up branches or representative offices in China
- Companies who are looking for partners or joint ventures in China
- Companies that looking for advice on Chinese legal aspects
- Expatriate staff
- Firms that looking for professional English and Chinese translation & interpretation



Why Use Our Services?

- Excellent resources
- Numerous contacts in Chinese government and companies
- Outstanding research capability
- A comprehensive China database
- A multi-disciplinary consulting team
- Personal touch by developing a full understanding of your organisation

China is a vast market and provides many opportunities which could be beneficial to your business. Certainly there will be risks and difficulties, but overall the opportunities are much larger than the dangers. Western companies should be prepared to take advantage of that. Good luck in your deliberations.

For more information about our services and organisation, please visit www.CamelliaUniversal.com , call on +44 (0)871 789 1937, email at info@camelliauniversal.com or fax us on +44 (0)871 661 8740.



Camellia Universal Limited (China Business & Investment Advisors)

102 Brewers Hill Road, Dunstable, Bedfordshire, LU6 1AF, U.K.

We are a member of the Chamber of Commerce & registered with Business Link Supplier Brokerage Service and UK Trade & Investment.

Email: info@camelliauniversal.com Websites: www.CamelliaUniversal.com

Tel: +44 (0)871 789 1937 Mobile: +44 (0)778 930 7086 Fax: +44 (0)871 661 8740

Directors: Biao Wang & Barry Draper Registered in England & Wales No. 5342481 & VAT registration No. 941760127

