



**World Stonex**

Connecting the stone industry



## **World Stonex**

### ***A Leading Global Portal for the Stone Industry***

Welcome to World Stonex, an online stone portal connecting buyers and sellers of natural stones, monuments & artifacts, machines, diamond tools, and spares used in the stone industry. Using today's emerging Internet technologies, World Stonex enables the stone industry to reach out to the world in an effective and efficient manner.

- **Innovative, advanced technology**

World Stonex has been designed to offer features and services that suit the specific needs of buyers and sellers in this industry.

- **Improved access to products and suppliers worldwide**

World Stonex provides a comprehensive product range and a worldwide supplier base to meet the complex needs of such a vital multinational marketplace of thousands of qualities of natural stones.

- **Markets**

For an easy and efficient product selection process, our 'Markets' are segregated under four broad categories - stones, monuments & artifacts, machines, diamond tools and spares. The Stone market is further categorized by the different stone types - granite, marble, sandstone, limestone, slate, landscaping products and others.

- **Automated product and supplier search**

On our 'Search Markets' platform, suppliers and products can be located globally by specifying various criteria such as company name, product type, color, quality name, and country. Our powerful search engine locates the desired products, and displays the product photos, details, and complete particulars of each supplier.

- **Request tools**

World Stonex provides several request tools that allow a buyer to request a quote or seek additional information on a particular product from a member supplier. Or buyers can simply specify their product requirements, and World Stonex will automatically locate matching products and potential suppliers; World Stonex can then forward these enquiries to the appropriate suppliers.

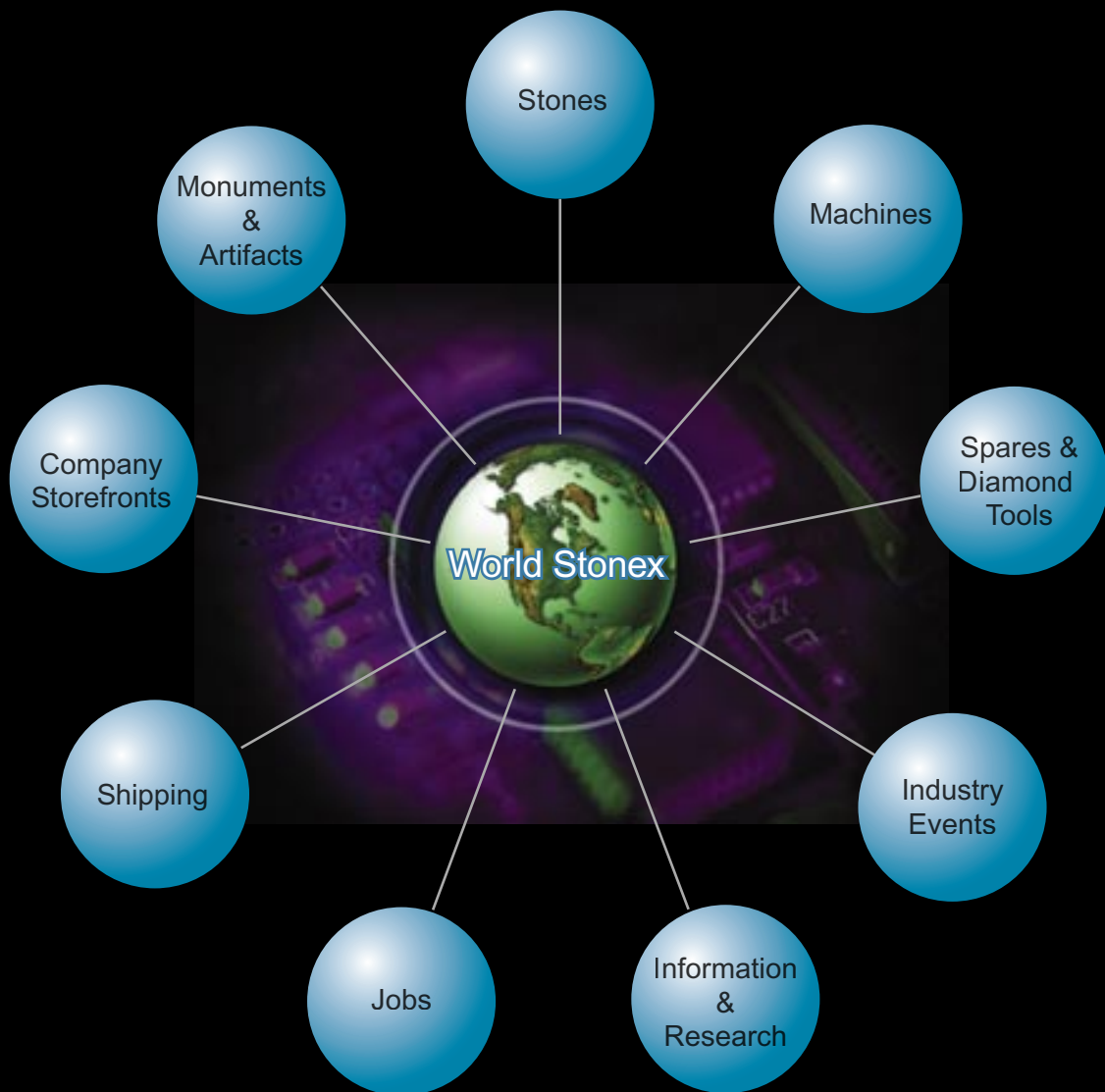
- **Chinese version of the portal**

We are currently offering a Chinese version of the portal as well. Enquiries from buyers will also be translated before being forwarded to the members.



## *The World Stonex Solution*

A permanent exhibition open 24 hours a day, 365 days a year providing constant global visibility and unlimited trade opportunities...



*The World at your fingertips...*



## STOREFRONTS

Individual websites, designed, developed, and maintained by the World Stonex team for each member, help you gain an effective presence on the Internet. Each member's website contains the following pages:

### Home Page (About Us)

The first page that buyers will see when they come to the member's Storefront; 'About Us' is a one page presentation containing basic particulars of the company's business and activities. This page contains a custom-designed banner, company logo, and photos to help build a corporate identity for the member.

### Contact Us

Contains complete addresses and phone numbers of all the offices, names, designations, and contact numbers of the key personnel at all locations-

### Company Profile

Contains details about the company, describing factory and/or quarry information, production and export data, etc.

### Product Catalog

A comprehensive product catalog with specifications and photos of each product; an unlimited number of products covering each member's full product range can be displayed. The products are organized under relevant categories to enable buyers to easily locate products, view the product photos, and get detailed, product-specific information. Additionally, buyers can request more information about the product (RFI), or they may request a quote (RFQ), either of which is automatically sent to the member. The product catalog is dynamic and the member can change the details in the catalog at any time.

### Chinese Version of the Storefront

The complete content of each member's storefront will be translated and displayed in Chinese. This unique feature can provide immense benefit and plays a major role in bridging the language barrier between buyers and sellers globally.



## OTHER PROMOTIONAL SECTIONS

### Projects

Showcases important projects in which our members have supplied their stone products. This helps in building brand awareness, generating product publicity, and creating buyer confidence in the supplier.

### New Products

Lists new product offerings with pertinent photos, specifications and other details; this is an important feature that focuses the attention of buyers and architects to the new products introduced by World Stonex members.

### Bargain Offers

Lists specific materials or odd lots offered at bargain prices; a classified and sorted database of offers with search capabilities to enable buyers to easily find specific bargains.

### Stone Album, Monuments & Artifacts Album

A comprehensive presentation of all product photos and details properly classified and sorted in various categories

### Sale of Factory, Quarry and Used Machines

Sale offers of old machines, factories, and quarries. A highly effective channel to reach targeted buyers worldwide and obtain the best value for your assets.

## INFORMATION, RESEARCH & SERVICES

### Events

Lists all the international stone fairs held worldwide, with details and reviews.

### Information and Research

In-depth articles, research, statistics, and news.

### Shipping

Information on ports, maritime authorities, clearing agents, shipping lines, and freight quotes.

### Jobs

An efficient recruiting solution tailored for the stone industry.

## ADVERTISING

Several cost-effective advertising options are available to allow members to display their advertisement on the portal. Advertising on the portal will help you reach out to a worldwide, targeted audience of importers, exporters, manufacturers, quarry owners, buyers, architects and builders.



## MARKETING PLAN

To effectively promote global awareness, visibility and popularity of World Stonex, we have ambitious plans

- Participation in International Stone Trade Fairs and Seminars
- Advertisements in International Stone Magazines
- Promotion of the portal to targeted customers, builders and architects worldwide
- Business Development Associates assigned to lead the promotion efforts in critical international markets
- Priority listing with leading search engines
- Online Marketing Campaign

## OUR MISSION

To provide suppliers, quarry owners, processors and fabricators a single platform to exhibit and reach out to buyers worldwide

To become the world's leading online stone marketplace to serve the needs of buyers and sellers in the stone industry

To provide buyers access to a vast range of stone products worldwide, enabling them to efficiently make the right selection for all their stone needs

*To help businesses in the stone and construction industry procure buyers and suppliers over the Internet and to be a central portal for any stone related information*





## WORLD STONEX HIGHLIGHTS

- Experienced Team
- Eminent Advisory Board
- State-of-the-art technology
- Powerful and user-friendly search engine
- Chinese version of the portal
- Individual websites in both English and Chinese designed, developed & maintained for each member
- Comprehensive, unlimited product catalog with details and photos of products displayed for each member
- Promotional sections - Projects, New Products, Featured Products, Bargain Offers, Sale of Factory, Quarry, Used Machines
- No transaction cost, no service cost, no hidden cost
- Priority listing with leading search engines
- Aggressive & ambitious marketing, publicity & promotional plans

## THE VALUE OF WORLD STONEX

- Global Visibility
- Improved Efficiency
- Expanded Markets
- Information Access



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