

CHINA MART™ LOS ANGELES

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Los Angeles

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CHINAMART

洛杉矶中国商贸城

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洛杉矶商贸城项目组织保留对本招商手册的最终解释权。

在美国
专门面向中国企业的
综合功能最为强大
经营模式最为独特
服务层次最为全面的
商业贸易中心

项目简介

洛杉矶中国商贸城，中国商品直接销售到美国的全新平台，帮助中国企业在美本土建立自己的销售基地，面对面接触美国买家，在北美洲加政府政策支持下，洛杉矶中国商贸城以独特的经营模式，让“中国制造”的光芒辐射全美及周边国家。

2008年盛大开业！现正全面招商！

在美国，洛杉矶中国商贸城项目是目前为止专门面向中国企业的综合功能最为强大、经营模式最为独特、服务层次最为全面的商业贸易中心。项目初步预计总投资超过四千万美元，将打造一个将商品直接销售到美国的全新平台，面对面接触美国买家，实现在美国本土建立自己的销售基地。

洛杉矶中国商贸城配备专业商业服务团队，为中国中小型企业提供通向美国市场的打包服务，包括：在中国生产型企业进驻美国市场、推广产品、打通直销美国渠道的过程中，为其提供在美国的产品展示空间，并为产品在美推广、批发等打造完善的配套服务；通过PMF银行在美战略合作伙伴（如沃尔玛、家得宝、迪斯尼、耐克等大型采购商）为中国企业提供采购订单资源，拓展产品销路提高销量；通过PMF银行的金融服务为中国企业提供提供在美资金支持；帮助企业主在美注册公司并协助其申请跨国公司经理人才签证等等。

洛杉矶中国商贸城以打造品质优良的外贸平台，促成切实可见的成效来推动中国外贸发展使命，以提高中国制造业企业在美的综合竞争力为服务宗旨，为中国企业走出国门、拓展美国市场提供了良好机遇。



PROFILE

For the first time in U.S. history the China Mart™, a wholesale/ showroom facility has been created in Los Angeles to facilitate the growth and investment for Chinese manufacturers. China Mart™ is located at Los Angeles International Airport (LAX) and will create a unique marketing platform for Chinese manufacturers to easily create their own U.S. customer base. This will be done through the professional marketing and sales support from the China Mart™ and the Canton Fair's experienced executive teams and through their existing global platforms. Making an initial investment of USD \$40 million, this project is the first of its kind in the U.S. specifically designed to provide a complete business solution for Chinese manufacturers to easily start selling in the U.S. and to develop a U.S. customer base.

The China Mart™ Los Angeles has the widest range of Chinese products and provides the most comprehensive service package to its tenants. The seasoned management team of the China Mart™ has decades of successful business and marketing experience in both the U.S. and in China to ensure the direct sales efforts of its tenants are done effectively. China Mart™ provides key services to the Chinese manufacturers such as financing support through its partner, 1st PMF Bancorp, to provide working capital/ trade finance to support the Chinese SME's sales growth in the U.S.. China Mart™ also has programs designed to create marketing plans and implement sales programs for quick sales penetration into U.S. markets. China Mart™ will assist in locating factories, warehouse facilities, and logistics partners. Its executive team's relationships will also provide introductions to big purchasers such as Wal-Mart, Costco, Target, Disney and Nike if desired as well. China Mart™ also provides its tenants with service to setup an American-based subsidiary and support in processing L-1 Visas so that a Chinese company has the best chance for success. There is no other platform in the U.S. that provides this comprehensive support and is officially supported by both the U.S. and Chinese governments.

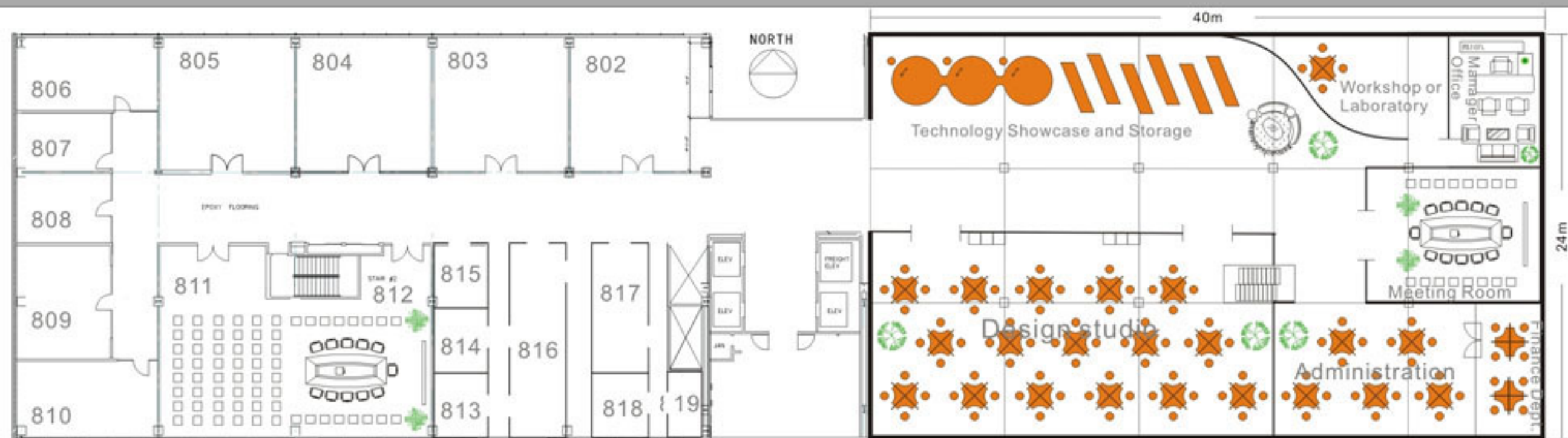
顶楼

TOP FLOOR

-Wholesale/ Retail Space

-批发 零售空间

China Mart Team





300个单元,920个车位。
形成集约化优势,再现一站式集中采购,打造美国本土首创的中国制造贸易平台!
300 units and 920 parking spaces.

办公室视野开阔,办公环境安静。
The broader view provides a more efficient and quiet office environment.

可租面积230,551平方英尺,店型多样,面积灵活,契合不同使用需要。
230,551 square feet rentable space, units of all shapes and sizes of all kinds for business needs.

一流物业体系,两栋楼体,配备高速宽带接口、电梯,供电系统满足不同用电需求。
First-class property management, 2 buildings, internet access, elevators and different electronic power systems for different business needs.

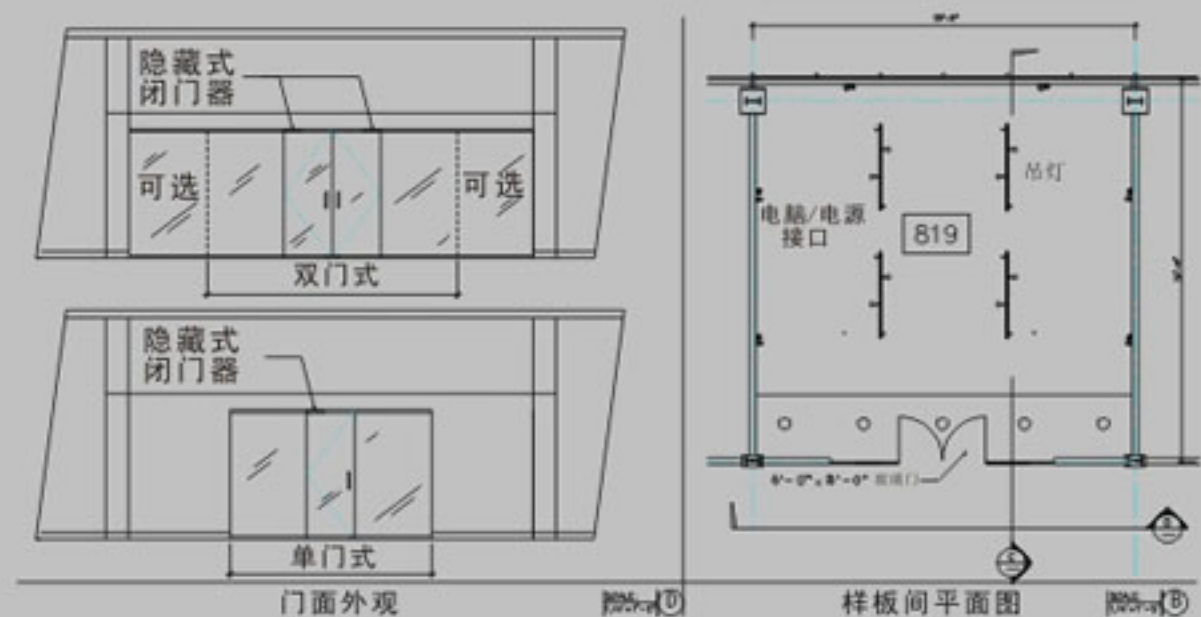
店内布局灵活,可根据需要规划出不同的空间作产品展示、办公联络、接待会谈、售后服务等用。
Every unit can be flexibly divided into different function areas for exhibition, meeting, business and after-sales service.

每层另有公共会议室免费提供。
There are public conference rooms at every floor.

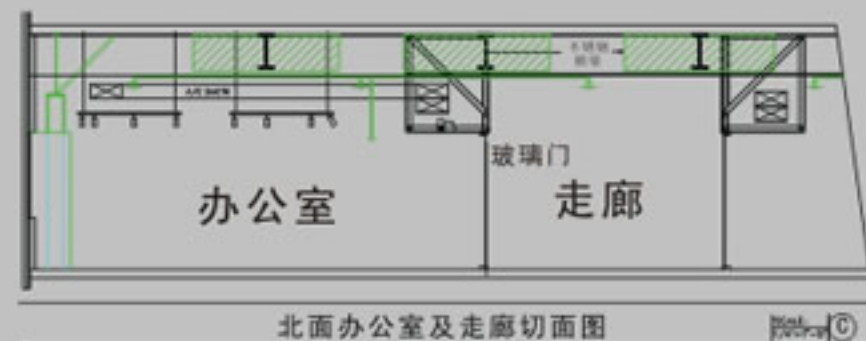
中国商贸城涵盖了丰富的产品种类:
建材、工具、机械、包装品、印刷品、消费品、工艺品、电子产品、配件、首饰,等等。
Product Description:
Building Materials, Tools & Machinery, Packaging/Printing supplies,
Consumer Products, Arts & Crafts, Electronics, Accessories, Jewelry and others.

Floors in ChinaMart™楼层分布:

F8		
F7		
F6		
F5		
F3		
F2		
F1		
第一期	第二期	第三期



819号单元实景照片,面积为63平方米/683平方英尺。



发展中求变,竞争中突围!

美国是世界上最大的发达国家和最大的消费市场,中国是最大的发展中国家和最大的新兴市场。中美贸易具有世界上最大的互补性。据美国海关统计,截止2007年10月,中美整体贸易额已经达到了2810亿美元,成为美国第二大贸易伙伴。

近年来,由于国际经济环境的变化、国家政策的调整等诸多因素,国内外贸易形势逐渐受到影响,将中国外贸企业推到了机遇与挑战并存的转折点,亟待企业营销战略调整。

洛杉矶中国商贸城,打破地域局限,让青睐“中国制造”的美国买家不用再望洋兴叹,实现低成本、高效率地搜货、看样、商谈、落单、收货……让中国企业可以直捣美国买家、迅速处理当地业务,深入目标市场建立更广泛的市场渠道,大幅增加贸易过程中反应的机动性和业务的发展潜力。

The U.S. currently has the largest developed market economy in the world, while China is the fastest growing emerging market in the world. This dynamic creates a complimentary situation for both the U.S. and China to invest and profit from each other, allowing each to maximize their comparative advantages and potentials. According to U.S. customs statistics through October 2007, the Sino-American trade volume reached USD \$281 billion, making China the second largest trading partner to the U.S.. The demand for imported goods coming into the U.S. has and continues to soar. The China Mart™ provides a welcomed platform to U.S. Companies because it helps them saving time and money by not having to travel to China for sourcing and designing products from China.



洛杉矶市政府致力于扩大和深化中美经贸合作,支持中国商贸城项目 (从左到右)

- 图1为洛杉矶中国商贸城项目负责人普尔先生与加利福尼亚州州长施瓦辛格先生亲切交谈
图2为洛杉矶市长维拉莱戈萨先生与PMF中国区总经理梁卫女士亲切合影
图3为联合国采购中心主任Yavar Khan、佛山市市长和普尔先生在一起
图4为广交会进出口公司总裁梁金胜先生、洛杉矶市长办公室负责人大卫·摩拉与普尔先生合影留念

The Los Angeles city and county governments and the State of California are all devoted to expanding and deepening the Sino-American cooperation in their economic and trade relationships. These government agencies have and will continue to give support to the China Mart™ project. (from left to right)

- (1) Mr. Stephen Perl, Director of the China Mart™ & California Governor Arnold Schwarzenegger
(2) Los Angeles Mayor Antonio Villaraigosa & PMF's Chief Representative (Greater China) Ms. Liang
(3) Mr. Yavar Khan, Director of United Nations Procurement Service, Mayor of Foshan City and Mr. Stephen Perl
(4) Mr. Eugene Liang, President of the Canton Fair U/E Co., Ltd., Mr. David Mora, Director of Business Development from Los Angeles Mayor's Office and Mr. Stephen Perl

洛杉矶中国商贸城,既符合中国政府长期以来倡导的“走出去”政策,洛杉矶市和洛杉矶县政府也将本案作为打造国际商贸战略中心的项目,以期带动该市未来又一核心商圈洛杉矶国际机场地区的国际商贸发展,洛杉矶中国商贸城能充分发挥它的在美贸易平台作用和贸易服务功能,充当推动我国企业驶向成功彼岸的东风。

The Los Angeles City and County governments have made China Mart a strategic International Business Center project to assist the international business development in the Los Angeles International Airport Area which is targeted to be the city's next major business zone.

Chinese manufacturers should move quickly to reserve space in the China Mart™ Los Angeles' unique platform while space in the first phase is still available.

L.A. Mayor's Congratulatory Letter

I am delighted that Canton Fair will be working with First PMF Bancorp to establish China Mart Los Angeles. Not only will this enable Chinese Businesses to establish a foundation in Los Angeles, but it also will serve to bring the great consumer markets of the US and China closer together.

Very truly yours,
ANTONIO R. VILLARAIGOSA
Mayor

洛杉矶市市长贺信(译文)

我很高兴广交会和美国PMF银行合作,携手打造洛杉矶中国商贸城项目。它不但能帮助中国企业在洛杉矶建立基地,还将中美两国庞大的消费市场拉得更近。

安东尼奥·R·维拉莱戈萨
市长



中国进出口商品交易会副秘书长、中国对外贸易中心副主任慕新海先生高度评价中国商贸城:

“……洛杉矶中国商贸城项目的酝酿和诞生,堪称在中国对外贸易发展大形势下,中美两国于深化和优化经济交流合作形式方面,进行各种积极探索的一个缩影……”

中国轻工工艺品进出口商会王忠奇副会长对中国商贸城寄予厚望:

“……洛杉矶中国商贸城的出现,为中国企业提供了一个便捷、多赢的市场开发解决方案……我衷心祝愿洛杉矶中国商贸城承载的美好使命能圆满完成,并不断在和平发展、互利共赢的道路上谱写新的篇章!”



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应地利 THE RIGHT PLACE ——洛杉矶在中美贸易中的地理地位 Importance of Los Angeles in Sino-American trade



洛杉矶，美国第二大城市，是西部第一大工商商业中心，美国第二大金融中心，也是辐射全美的最主要的进口商品集散中心。目前，洛杉矶港是中国产品出口的第一大目的地港。洛杉矶国际机场是世界上繁忙的机场之一，每日与北京、上海、广州等中国各大城市航班往来频繁。洛杉矶道路面积占全市百分之三十左右，是美国高速公路最发达的城市。洛杉矶是全美华人最多的城市，也是对华贸易最活跃的城市。中国与洛杉矶地区的贸易额于2005年已逾中美贸易额的三分之一，发展潜力巨大。

洛杉矶拥有美国规模最大的工商业体系，有超过30万国际贸易从业人员。洛杉矶市的年贸易总量超过3300亿美元，且美国50%以上的进口商品均取道洛杉矶，堪称货物进口到全美、加拿大、墨西哥和南美国家的门户站点。

此外，洛杉矶拥有全美最大的制造和商贸基地。洛杉矶的制造企业大多属于销售额在5000万到3亿美元之间的中型规模，采取自主生产和部分进口并行的经营模式。而且，众多大型零售商都在洛杉矶设有采购办事处。

中国商贸城拥有洛杉矶国际机场经济贸易区内的良好仓储物流配套，并且入驻其中的中国企业运营以及开展批发业务，还可享受相应税收鼓励。



LOS ANGELES METRO AREA MAP 洛杉矶主城区地图



Los Angeles has the largest industrial and commercial complex in the U.S. and the second largest financial center and population in U.S. city ranking. Los Angeles is home to the largest ports in the U.S.: L.A. - Long Beach Harbors, for imported goods from China with distribution lines all over the country. Los Angeles International Airport is one of the busiest & largest airports in the world. There are non-stop daily flights from L.A. to Beijing, Shanghai, Guangzhou and many other cities in China every day. Los Angeles also has the most advanced freeway system and well developed infrastructure for logistics support. Los Angeles County is home to the largest Chinese population for any city in the world outside of China. It also fosters the most active business environment with China. In 2005, the trade volume between Los Angeles and China has occupied over one third of the total Sino-American trade volume of that year.

Los Angeles has more than 50% of the imported goods for the U.S., Mexico, Canada and other countries in America, thus becomes a gate for trading. The city has trade volumes itself over USD \$330 billion, and over 300,000 international trade jobs.

Los Angeles contains the largest manufacturing and business base in the country. The majority of these Los Angeles manufacturers are mid-sized businesses with sales from USD \$50 to \$300 million and have blended strategies of manufacturing and importing goods. In addition, many of the major big box retailers also have buying offices in the Los Angeles area. China Mart™ and its partners have excellent relationships to make the introductions for the Chinese tenants. China Mart™ also has secured warehouses in this LAX area that may provide Trade Zone and tax incentives for its Chinese manufacturers and their wholesale businesses.

应地利 THE RIGHT PLACE
——中国商贸城所处的优质市场环境
Business Surroundings of China Mart™



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应地利 THE RIGHT PLACE

—中国商贸城所处优质市场环境
Business Surroundings of China Mart—



5. Marriot Hotel 万豪酒店



8. Hilton Hotel 希尔顿酒店



9. Westin Hotel 威斯汀酒店



中国商贸城距世界上最繁忙的运输枢纽之一洛杉矶国际机场仅1英里，毗邻美国最大的组合港：洛杉矶-长滩港，紧靠美国车流量最大的405高速公路。中国商贸城周边交通四通八达，云集天下商旅，可便利地参加拉斯维加斯的各大展会，更可轻松造访美国其他城市、拉美和加拿大等地。

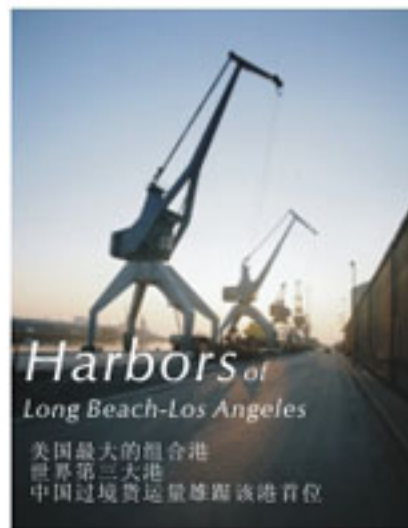
中国商贸城楼宇位置优越，外埠面向路面的展示度高，不仅在周边街道上可见楼体，甚至从405高速路上也可清晰观望楼体及其显著招牌。商贸城地处希尔顿、万豪、威斯汀等多个五星级酒店包围之中，无论会议会谈或是住宿休闲，客商往来都十分便利。

洛杉矶中国商贸城所在的区域，现由洛杉矶市政府扶持开发。如果租户有需要，除了批发业务以外，在这个日趋繁华的地段开展零售也会前景大好。那么，不仅零售收入可部分抵销每月固定性经营费用，更可使自有品牌渗透当地市场。

China Mart's location in Los Angeles is 1 mile from one of the world's busiest airports, Los Angeles International Airport (LAX), with 24 hour shuttle service. It is also located along the 405 Freeway (the busiest freeway in the U.S.) providing excellent exposure and a perfect location for buyers to visit with ease. It is close to the L.A. - Long Beach Harbors which will provide unparalleled warehousing, logistics support.

China Mart's location is very convenient for buyers traveling to Las Vegas Shows, Latin America, Canada, or the rest of the U.S. Also, China Mart has many 5-Star hotels next door such as the Westin, Hilton, Marriot, Sheraton, and more for meetings and easy accommodations.

A China Mart location will provide a Chinese manufacturer a wholesale/showroom office as well as a retail sales office. This high exposure area is being redeveloped by the City of Los Angeles and will serve as an excellent future retail location for China Mart tenants who would like retail goods as well as to wholesale their products, allowing Chinese manufacturers to offset some their monthly fixed overhead costs and provide the local market with their branded products.



应地利 THE RIGHT PLACE
—中国商贸城所处优质市场环境
Business Surroundings of China Mart—

Financing Trade & Sales

PMF Bancorp & Baolida providing Working Capital and Trade Insurance



洛杉矶中国商贸城，汇集外贸行业服务先锋，如中国轻工工艺品进出口商会（www.cccia.org.cn）、广交会进出口公司（www.cantonfairtrading.com）、美国 1ST PMF 银行（www.pmfbanCorp.com），及其各自旗下在华和海外资源，强强联合，优势互补。

China Mart™ has assembled the best possible resources and team of professionals from the Chinese government and Chinese private sector in order to give the China Mart™ platform the experience and strength to succeed in China and the U.S. Enabling this, the deep government relationships that the China Chamber of Commerce for Import and Export of Light Industrial Products & Arts-Craft (CCCLA), the Canton Fair and its trading group, the CantonFairTrading (www.Cantonfairtrading.com), and 1st PMF Bancorp (USA) (and Baolida PMF's Chinese subsidiary) bring will surely give the China Mart the success to grow and develop.

作为家族拥有的商业借贷者及大洛杉矶地区少数民族贷款商，第一PMF始建于1985年，专为成长型企业提供贸易融资及流动资金支持。PMF提供独到的跨国融资，支持中美两国中小企业成长。通过PMF及其在中国的全资子公司——保利达商业的优秀团队为中美客商量身定制贸易融资解决方案及提供定单、仓储物流、检验等一系列供应链管理的一站式服务。除融资外，PMF还提供账户监管、第三方存管等服务，保障中国企业投资美国的金融安全。

Since 1985, 1st PMF Bancorp ("PMF") has been a commercial lender providing specialized trade financing and working capital for young and growing companies. PMF is unique in that it is the only commercial lender providing cross border financing to support both Chinese and U.S. small to medium sized enterprises. PMF and its Chinese subsidiary Baolida are well positioned to meet the financial needs of the Chinese manufacturers. PMF will provide Supply Chain Finance and the necessary logistic support when needed in the financing process. In fact, PMF will not only support the Chinese companies' financing growth needs, but also can provide monitoring services and escrow like accounts to protect funds for Chinese parent companies that are investing into their U.S. subsidiaries so that there are extra levels of control.



中国轻工工艺品进出口商会成立于1988年，是经国务院主管部门批准，由从事轻工工业品、工艺品进出口贸易的企业依法成立的自律性、全国性行业组织。轻工商会一直积极通过咨询参考、研讨培训、考察交流等活动帮助会员企业发展，并代表行业向政府反映要求、意见和政策建议，努力促进中国进出口贸易健康发展，维护国家利益和会员的合法权益。

Approved by relevant department of the State Council and founded in 1988, China Chamber of Commerce for Import of Light Industrial Products and Arts-Crafts (CCCLA) is a self-ruling organization composed of enterprises engaged in import and export of light industrial products and art-crafts. It is devoted to assisting members to develop business through consultation, training, onsite visits, case studies, and more. In addition, it also reports requirements, complaint and suggestions to the government on behalf of enterprises.



中国进出口商品交易会，又名广交会。迄今已举办 103 届，是中国目前历史最长，层次最高，规模最大，商品种类最全，到会客商最多，成交效果最好的综合性国际贸易盛会。选择广交会进出口公司做为我们的合作伙伴，就是利用其遍布世界的网络系统和庞大的供应商信息库，集中中国最优质的产品供应商。

China Import and Export Fair, also called Canton Fair, has been held for 104 sessions, and is currently China's largest and highest level trade fair. It provides the widest varieties of goods and has the largest attendance. It also has the largest business transactional sale of volume of any fair in China. By choosing Canton Fair Imp. & Exp. Co., Ltd. as our strategic partner, China Mart will collect the best quality suppliers in China through its global business network and supplier database.

全方位商务支持 Comprehensive Business Support

营销策划智囊团 Marketing Management Team

洛杉矶中国商贸城拥有一支由经验丰富的商务顾问和覆盖各行各业的销售代表网络所组成的专家营销队伍。他们有多年的美国大买家及中间市场的销售经验，为中国企业提供强大的“外圈”支持，协助企业解决在生产运营、经营管理、市场开发、建立渠道、售后服务等方面的疑难。同时，洛杉矶中国商贸城还为企业组织了成套的市场推广方案，成为有需求的企业提供额外的营销攻势策划，以切实的行动，助企业“赢”销美国！

China Mart™ Los Angeles has established a management team of top professionals to provide monthly promotions as well as daily support for individual tenant's sales efforts. These professionals include seasoned business advisors on staff that have many years of successful selling experience in the U.S. to big box buyers nationally and to the large business and middle market businesses located in Los Angeles. The China Mart™ team of marketing professionals will assist each tenant to design a specific strategic plan to help each company best penetrate and expand into the U.S. market, and provide support to execute the plan and sales strategy to convert efforts into actual sales.

贸易融资服务 Trade Finance

进驻中国商贸城的企业可获得由美国1st PMF Bancorp提供的独特的融资服务，包括出口保理、供应链融资、少数民族贷款等量身定制的融资解决方案，降低海外订单的付款风险和流动资金困难。现金流是成长中的企业最迫切的需求，尤其是中国企业初到美国，会发现想要从美国当地银行获得贷款是非常困难的事情。美国传统银行看重的是企业的历史纪录、足够强的盈利能力、良好的账面现金流，而母公司在海外及缺乏有效担保等情况令融资难上加难。PMF提供的融资服务帮助客户突破资金瓶颈，实现成功梦想。

1st PMF Bancorp can provide China Mart™ tenants unique financing solutions including factoring, supply chain financing, Minority Loan Program, to provide the necessary working capital to tenant companies to help support their growth. A new Chinese manufacturer moving to the U.S. will find it extremely difficult to obtain capital from a local bank since U.S. bank's require prior historical financials that show strong profits and cash flow. Additionally, foreign parent ownership and few American-based guarantors make it difficult to obtain financing. 1st PMF Bancorp can support China Mart™ manufacturers' trade financing and general working capital, and it can also be a resource to provide investment banking services to raise capital from the private equity funds and public markets.

日常管理托管 Business Management

洛杉矶中国商贸城的服务团队常驻楼内，可为有需要的租赁企业提供日常管理托管服务，解决了企业人手不足的问题，让企业管理者能更自由、放心地专注市场管理和拓展。这些服务包括：商旅安排、会客日程排期协调，代为进行访客接待、企业和产品基本介绍，协助磋商洽谈、业务代理，也提供口译或笔译服务、会计和簿记服务、电话应答和留言转达服务。

Tenant companies can entrust the China Mart™ with their daily business. The China Mart™ business management team can provide services of travel arrangements, customer appointment scheduling and coordination, product introduction, translation, accounting and bookkeeping, telephone answering and message forwarding.

商务支持 Commercial Support

洛杉矶中国商贸城的服务团队可为有需要的企业提供法律、税收、财务、人事、管理等领域的相关咨询；并通过与当地实力机构的合作，提供报关、物流、仓储等配套贸易服务。

The China Mart™ business management team can provide consulting services on laws, taxes, financings, human resources, management, and more. Also, China Mart™ can help in declaring at customs, logistics, storage, and more.

物业管理 Property Management

洛杉矶中国商贸城为承租企业提供全天候的贵宾式物管服务，负责日常安保及清洁、楼内设施养护、紧急事务处理等。

The China Mart™ is taking care its tenants through 24/7 VIP services, including building security, facility maintenance, office cleaning, emergency handling, and more.



设立驻美子公司 Set up U.S. Subsidiary

洛杉矶中国商贸城的美国团队会为人驻企业提供在注册美国子公司、办理营业执照、申请纳税识别号、开设银行帐号等协助服务。

The China Mart™ can assist tenants set up new subsidiary as California corporation, secure business license and tax identification number, and establish Los Angeles bank account for new California subsidiary.

投资美国支持 Investment Consultation

中国母公司可派出管理人员持L-1签证（跨国公司经理人才签证）在美国当地进行经营管理活动，管理者不必频繁往来中美之间，而可以更专注地开拓当地市场，获取更高的投资回报。洛杉矶中国商贸城将为有需求的企业提供相关的支持和协助。

China Mart™ will monitor and assist the L-1 process so that there is support through out the transition of setting up a business in the U.S.

一站式服务 ONE-STOP SERVICE

360度营销推广方案

China Mart™'s Marketing Promotional Strategies

营销战略计划 Strategic Marketing Plan

针对中国企业初到美国不熟悉当地市场的情况，中国商贸城的营销专家们将为每位进驻企业量身定制极具指导和实战意义的营销战略计划。

营销战略计划将根据各承租企业所处的行业、该行业在当地的市场状况等，从市场占有率、同业竞争、买家群体、战略执行、财务估算等方面，提出完整的市场分析方案，供初涉美国市场的企业清晰了解美国市场及最适合自身产品的销售渠道和模式，并快速融入当地市场。

营销计划书将为租户提供：

1. 针对贵公司产品的细分市场分析
2. 销售和分销渠道分析
3. 潜在客户列表，及其联系方式
4. 专业服务于贵公司产品的销售代表
5. 关于优势、弱点、机会和威胁的分析（SWOT分析）

提出商业计划书之后，中国商贸城专业的市场专家可根据客户的具体需要，以切实行动协助执行计划书的执行（具体服务项目会产生相关费用），将其转化为实际的销售。这些营销支持可包括发展销售代理网络、持续的电话营销、与美国买家沟通，等等。租户的成功，就是中国商贸城的成功！

The China Mart™ marketing team of professionals will assist each tenant to design a specific Strategic Marketing Plan to help each company best understand its business model in order to penetrate and expand into the U.S. Market.

This Strategic Marketing Plan will answer the following questions: Which industry does the companies belong to? How is the local market for this industry? How is the market segmentation? Which ones are your targets? What is the competitive edge? Who are the competitors? How to win consumers? Chinese companies can learn more than these issues from the Strategic Marketing Plan.

Marketing Sales Plan will provide:

1. Specific Market Analysis on your Product
2. Sales and distribution channel analysis
3. List of potential customers and their contact information
4. List of Sales Representatives specializing in your product category
5. Analysis of Strengths, Weaknesses, Opportunities and Threats to your product (SWOT Analysis)

The China Mart™ seasoned business experts on staff can provide support for the execution of the marketing plan on a continuing fee for service basis after an initial market plan is provided. This team can also help execute each business plan and sales strategy to convert efforts into actual sales. China Mart™ staff will be present to provide marketing support (i.e. develop a sales representative network, go on sales calls, negotiate with the U.S. buyers, and more). China Mart is dedicated to a Win-Win strategy and tenants' success is our success!

集群推广覆盖网 Marketing Promotion Package

洛杉矶中国商贸城联合了中美多方强势资源，为中国企业开辟了全面、大量的营销推广渠道，各方携手共同为中国产品直销美国打造广阔平台。

线上推广资源：

- 广交会进出口公司“中国进出口商品网”强大网络平台，面向全球买家；
- 洛杉矶中国商贸城官方网站、美国B2B合作网站和Google等网络平台，覆盖美洲市场；
- 洛杉矶中国商贸城的“线上商城”，为企业提供网上展示厅，实现在美的小宗批发业务；

会展推广计划：

- 以月或季为周期，定期举办销售推广会、产品介绍会、销售培训会；
- 在美国当地的联谊会、商会、各类展会进行洛杉矶中国商贸城专题推介；
- 在大型国际性展会（如广交会）上，面向各国买家进行推广；
- 在洛杉矶国际机场开展推广活动，吸引及组织往来客商来访商贸城；

持续的信息发布和更新：

- 定期发行洛杉矶中国商贸城商家名录、产品手册；
- 为所有承租企业进行持续的北美行业媒体广告和电子邮件宣传；

全国形象提升：

- 通过楼宇外墙的立式大型标志、机场穿梭巴士车身、停车场广告对外推广；
- 通过营销部门长期驻留、开发新活动与合作，持续打造商贸中心的活跃形象。

The China Mart™ will use its strategic partners' exclusive business networks to help promote China Mart™ manufacturers' products throughout Los Angeles, California, the U.S. and globally.

Online Promotion Sources:

- The Cantonfairtrading Website from Canton Fair I. & E. Co., Ltd. to promote among international buyers;
- Website of China Mart™, American B2B platforms and Google to cover the American market;
- Online Mart of China Mart™ to provide Chinese manufacturers online exhibition rooms for wholesales to the U.S.

Event Promotions:

- Sales promotions and training for every month or every quarter;
- Cooperate with chambers of commerce in the U.S. to hold seminars for China Mart™;
- Promote China Mart™ in famous international fairs (e.g. the Canton Fair);
- Promotions in LAX to attract buyers to visit China Mart™;

On-going Information Update:

- Regular catalog of Chinese manufactures in China Mart™;
- Promotions through professional journals and commercial emails;

Image Promotion:

- Shuttle/ Parking Systems, High Exposure Building with Large Logo;
- On-going promotions to keep China Mart™ fresh and energetic.

项目优势

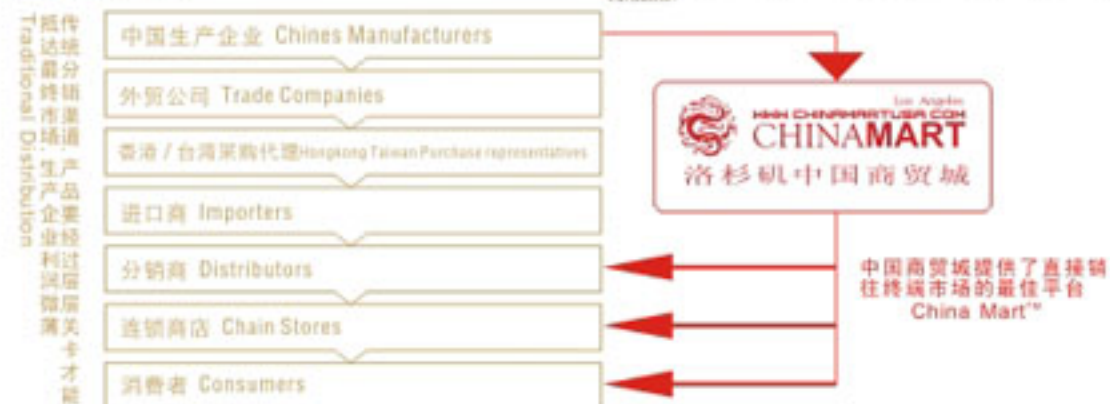
PROJECT ADVANTAGES

中国制造直銷美国的平台

Best platform for MADE IN CHINA to sell to the U.S.

洛杉矶中国商贸城帮助中国制造业企业摆脱传统分销渠道中的层层环节，将产品直接销售到美国分销商、连锁店或终端消费者。销售渠道的缩短，为中国制造业企业扩展出更广阔利润空间，也使企业有机会开发、培养和维持自己的客户群，掌握生产与销售的主动性。

The China Mart® is giving Chinese manufacturers a "Selling Advantage" to eliminate the importer and middlemen and to directly sell to U.S. sales channels. By selling directly to U.S. distributors, retailers and consumers, a Chinese company will control the relationship with the customers (instead of the middlemen), making margins higher and the business will be more valuable.



批发与零售的灵活经营平台

Wholesale/ Retail For Any Size Company

入驻企业不仅可以借助这一驻点稳步发展已有的对美大宗批发业务，也可以利用中国商贸城的网上商城，发展在当地的小宗批发生意，而且还可以凭借本案展示度良好的地段优势，进行日常零售。

A Chinese company will be able to sell wholesale as well as retail depending on its company's strategy. The Online Mart is a very good way to attain new wholesale orders. Chinese company may also want the option to sell retail to more easily support fixed rent and living costs.

提高运营效率和优化服务品质的平台

More Efficient and Satisfying

在这里，企业可以约见客户当面洽谈，安排客户即时参观样品、实地体验，缩短谈判周期而加速成交。另外，在拉斯维加斯或其他城市的各类展会上遇到有意向的客户，可以当即与客户相约驱车前往洛杉矶中国商贸城看样，或者客户参展完毕后，离开前往洛杉矶国际机场途经本家时，顺路到访，企业还能及时处理退换货等售后服务。

A China Mart® office provides an ideal platform for face-to-face negotiation, and showing products functions and advantages visually on the spot, so deals can be done faster. Also, as China Mart® is right next to the LAX, international buyers from many famous Fairs and Shows can visit tenants' companies at China Mart® conveniently when coming or leaving L.A.. A China Mart® office can also help Chinese companies solve after-sale problem efficiently.

加速信息流通和促进产品研发的平台

Information For New Opportunities

立足美国当地市场，企业能更迅速大量地搜集市场信息，从而对行业发展趋势、自身产品反馈、竞争对手动态等有更深刻和及时的了解。同时，洛杉矶中国商贸城云集了天下客商，他们也带来了大量一手市场信息。在商贸城组织的各类活动中，企业也有机会与不同层面的商务人士交流探讨，对于公司产品研发思路以及营销模式的调整大有裨益。

While doing business directly in the U.S., Chinese companies can get first hand information on industry development, market changes, feedback for their products and news about their competitors. Visitors to the China Mart® will bring many inspiring new ideas for Chinese companies to explore new markets.

塑造品牌形象和扩展销售网络的平台

Image Perfection and Set Up Sales Network

形象打造依托在美驻点，细化优化销售环节和售后服务；并通过洛杉矶中国商贸城的宣传渠道树立企业形象、强化品牌推广。在推广活动中与当地商会、行业协会、买家等商务团体深入交流，赢取互信。

销售拓展通过实地经营和推广，可获得市场拓展的主动性，不仅可在当地挖掘更多商机，还可步步拓展、辐射周边，将销售网络拓展到美国其他城市、加拿大、墨西哥和南美其他国家。

Image Perfection Through setting up a subsidiary company in the U.S., exhibiting products and attending promotional activities, a Chinese manufacturer can show strength of the enterprise and set up a good enterprise image to gradually accumulate a solid foundation for further development.

Set Up Sales Network China Mart® Los Angeles has flexible options for small, medium and large companies to market, develop and grow their direct sales and business in the U.S., Canada, Mexico and the South American markets with an international location and marketing platform.

成本低、风险小、前景好、效益高的平台 Low Cost & High Return

成本低——加入洛杉矶中国商贸城，除享受物业服务外，还得到方方面面的商贸服务、集群推广等一站式强力支持。相比企业独自设点开展业务而言，省却了企业零零总总的额外开支。
风险小——有洛杉矶中国商贸城的优质服务支持和精准推广计划，企业即使身处陌生市场环境，也不至于被埋没，或孤立无援，相对缩减了投资风险。
前景好——洛杉矶中国商贸城选址考究，地处洛杉矶市政规划重点区域，具备良好的发展潜力。
效益高——企业在这里争取到销售渠道主动权，通过灵活多样的经营方式，可以获得比过去更高的效益。

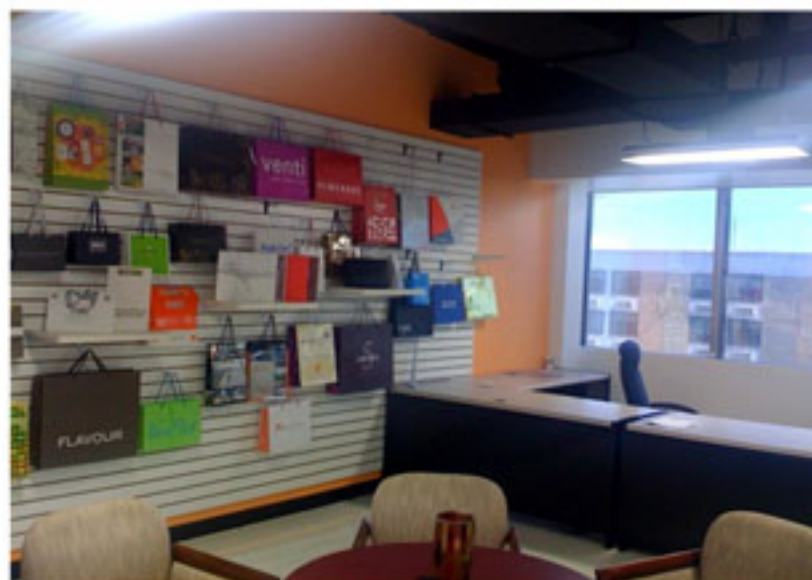
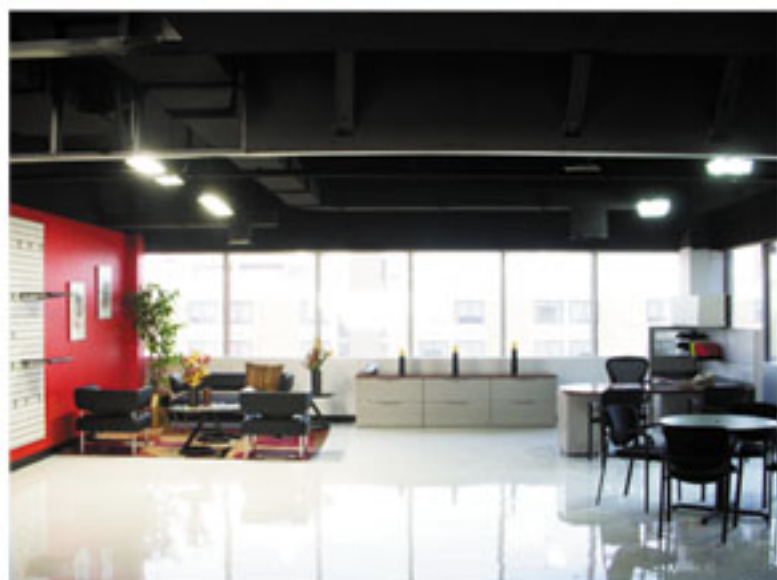
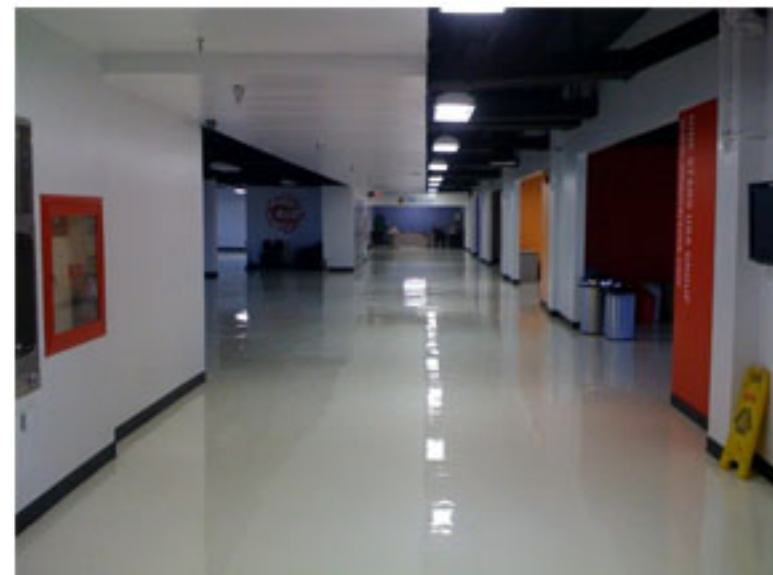
Low Cost—China Mart® is much more than a pure office building. The rent includes not only property management, but also marketing support, which is most valuable to Chinese companies, and can no be attained from traditional office building.

Low Risk—The China Mart® marketing team will provide comprehensive support to help promoting tenants' companies and their products, Chinese manufacturers are no longer doing everything alone.

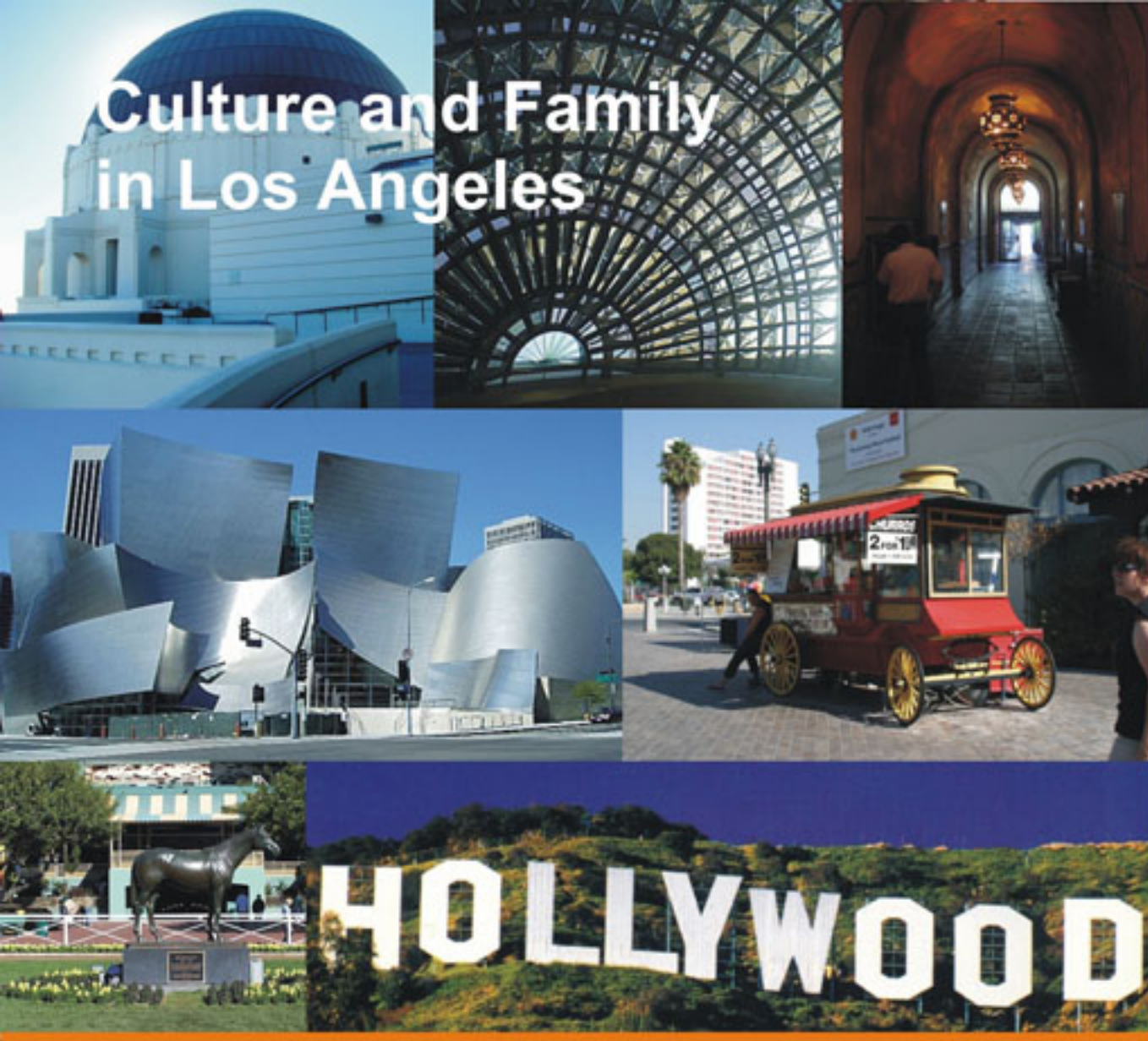
Prospective—The excellent location of the China Mart® is being redeveloped by the City of Los Angeles and will serve as an ideal future business area.

High Return—China Mart® provides feasible management and marketing solutions and by selling directly to U.S. distributors, retailers and consumers, it assists Chinese companies take the initiation to control the relationship with the customers (instead of controlled by the middlemen), enabling a higher ability to make profit.





Culture and Family in Los Angeles



Los Angeles is the largest City in measure of population for Chinese outside of China. The Chinese community has developed many regions in Los Angeles City and County areas that re-create the Chinese culture authentically which provide food, schools, professional services, markets, restaurants, and more. The areas of Monterey Park, Alhambra, Torrance, Cerritos are traditional favorite living areas for the Chinese community in Los Angeles as well as the upscale areas like San Marino and Palos Verdes. The Chinese community has a strong business and social networks with many active Chinese Chambers of Commerce and professionals to support the Chinese business person in their own language.

China Mart serves as a bridge for the Chinese companies and businessmen abroad to make quality connections to good service providers that have been proven to provide excellent service and value. China Mart will also assist in helping settle your family and there needs in Los Angeles. Therefore, whether your plan is to eventually move the whole family or just develop a business in Los Angeles, either option will be very easy in Los Angeles's environment and with China Mart's support team.

洛杉矶的文化和家庭

就海外华人人口数量而言，洛杉矶是拥有其数量最多的城市。市区及各郡内已形成多个华人社区，华人文化得以惟妙惟肖的再造，包括饮食、学校、专业服务机构、市场、餐厅，应有尽有。例如：Monterey Park, Alhambra, Torrance, Cerritos是传统华人社区偏好的起居区域，同时也包括诸如San Marino和Palos Verdes之类的高端生活区域。洛杉矶的华人社区拥有强大的商业和社会网络，以及许多华人商会和专业人士；他们可以用中华民族自己的语言为前往经商的中国企业提供各类服务。

洛杉矶中国商贸城是海外中国企业和商业人士与优质增值服务供应商实现高质量对接的桥梁，是协助其安顿家人并满足相关需求之得力助手。因此，无论您计划逐步举家迁徙，还是仅在洛杉矶经商，有洛杉矶中国商贸城团队的协助，加之洛杉矶市的良好环境条件，上述选择，任选其一，其实现过程均将是轻松的经验。

Investment in Family: Education and Homes in LA

Investing in your family's future is very important. Buying a home is one of the best long-term investments in the U.S. and the current Los Angeles Housing Market in the last 2 years has dropped by 49% as the above graphical data illustrates. This is a great time to not only expand your business in abroad, but also a great time to invest in a home in Los Angeles which is one of the most desirable places to live in the U.S. and the world.

为家庭的将来投资是非常重要的.在美国,购房是长期投资的最好方式之一.如图所示:当前洛杉矶的房产市场在两年时间下降了49%.

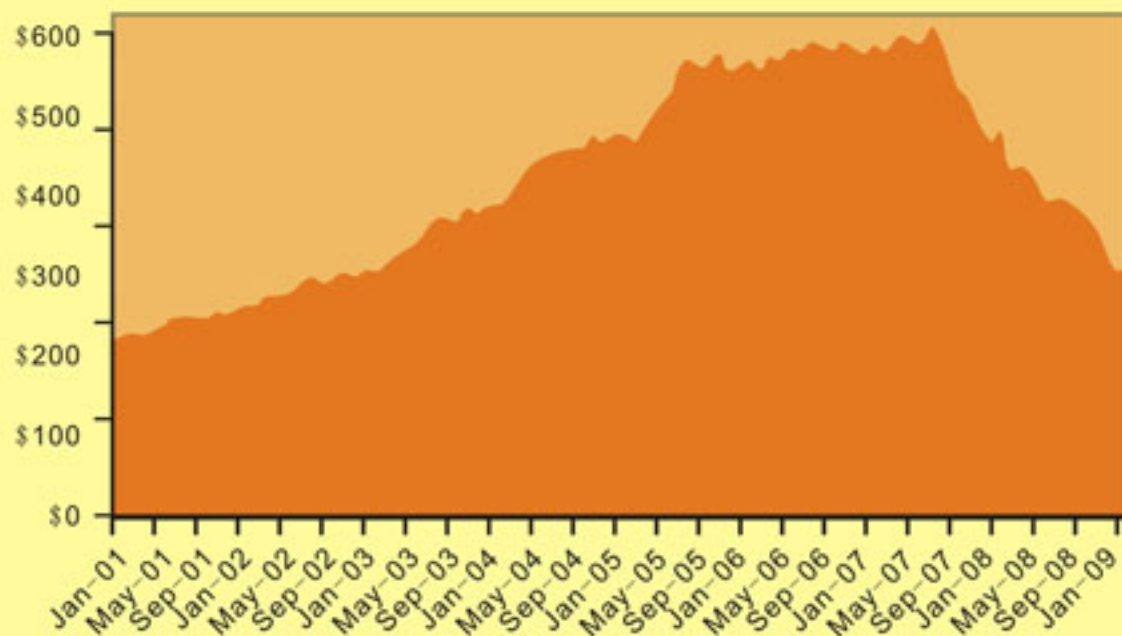
因此,现在不仅是在海外发展生意的好时机,也是投资全美\全世界最适合人居的地方的最好时机!



Median Home Price In Los Angeles County

洛杉矶郡平均房价

单位: 1000美元 09年2月 \$308,540 比07年8月降49%(最高值)



数据来源: 加州房产协会 California Association of REALTORS®

it illustrates that Housing Prices in Los Angeles have dropped 49% since the height of the Housing Market and shows it is a great time to invest in the US as prices are very low.

洛杉矶的房价从最高点已经降了49%.同时显示出现在是投资美国的价格是非常低的.



Top Education in Los Angeles

Los Angeles has top rated U.S. schools and an excellent cultural environment on all levels for families moving to the U.S. China Mart can assist your families needs transitioning your family to the right area to live as well as the right schools to apply for your children.

On the University level, Los Angeles has 3 top tier, world renown Universities which provide undergraduate and graduate classes in all fields of interest. The following are brief summaries of the 3 top ranked Universities in Los Angeles:

Pepperdine University (www.pepperdine.edu), founded in 1937, is a top ranked U.S. independent University, with approximately 8,300 students in five colleges and schools. Its Graduate Colleges are also top ranked and the University is 830-acre campus overlooking the Pacific Ocean in Malibu. Pepperdine as many international campuses and has a large population of foreign students in its overall classes.

University of California, Los Angeles (UCLA: www.ucla.edu), founded in 1919 is also a top ranked U.S. University which is part of the California State School University system. The University of California is world renown for its teaching as well as its research. The University draws more research grants and private funding from corporations than any other University System in the world. Its campus is 420 acres and has approximately 40,000 students.

University of Southern California (USC: www.usc.edu), founded 1880 is a top tiered and world renown University in areas of academics and research. Located in Los Angeles, a global center for arts, technology and international trade, the University of Southern California is one of the world's leading private research universities. USC enrolls more international students than any other U.S. university. USC campus is 226-acres and has approximately 33,000 students.

洛杉矶一流的教育资源

随行前往的家人可享受洛杉矶一流的各类学校教育和多姿多彩的文化氛围.中国商贸城可以协助您的家人迁入本市合适的居住区域,安家于良好的学区,满足子女上学之需.

就大学教育而言,洛杉矶拥有三所世界知名学府,可提供各类领域及专业的本科及研究生教育课程.三所高等学府的简要介绍如下:

佩珀代因大学 (www.pepperdine.edu) 成立于1937年,是美国一流私立学府之一.校内设有五个学院.在校生总数约8300人;其研究生院也属排行一流.校园位于本市马里布滨海区,占地面积830英亩,与太平洋相望.该校拥有数个国际分校,外国留学生居多.

加州大学洛杉矶分校 (UCLA: www.ucla.edu) 成立于1919年,美国一流学府之一.是加州州立大学体系的一部分.加州大学的教育水平和研究能力闻名全球;与世界其他任何大学系统相比,该校所获得的研究经费和各类企业赞助较多.校园占地面积420英亩,在校学生约40,000人.

南加州大学 (USC: www.usc.edu) 成立于1880年,其学术研究能力全球闻名;学校位于拥有全球艺术中心,科技及国际贸易中心之名称的洛杉矶市,是在民间研究领域处于世界领先地位的学府.校园占地面积226英亩,在校学生约33,000人;该校深受世界各国学子青睐.

第102届广交会来临之际,一连三场以“运筹帷幄,‘赢’销美国”为主题的洛杉矶中国商贸城项目推介会议,在广州中国大酒店和广交会馆举行,在全国首先掀起了聚焦美国本土贸易平台、进驻美国核心市场、直面美国买家群体的风潮。At the 102 Canton Fair, the Press Conference On China Mart [Los Angeles] was held in China Hotel. This unprecedented marketing platform to the U.S. attracted unprecedented attention from Chinese manufacturers.



洛杉矶中国商贸城项目推介会新闻发布会。洛杉矶中国商贸城项目负责人斯蒂文·佩尔(左二)与中国轻工工艺品进出口商会会长王瑞生(左一)共同主持。The China Mart™ Program is welcomed by Chinese Manufacturers.



洛杉矶中国商贸城项目推介会新闻发布会。洛杉矶中国商贸城项目负责人斯蒂文·佩尔(左二)与中国轻工工艺品进出口商会会长王瑞生(左一)共同主持。



斯蒂文·佩尔先生介绍洛杉矶中国商贸城项目。Mr. Stephen Perl is giving a presentation on the China Mart™.

随后,洛杉矶中国商贸城在广州、深圳、阳江、绍兴、青岛、威海、苏州、杭州等全国主要城市相继举行系列项目招商推介会,并得到了来自中美各界组织机构的大力支持。在各地企业引起强烈反响。After the program is launched, China Mart™ held serial promotion seminars in many of the most important cities around China and it becomes overwhelmingly welcomed by Chinese companies.



在广州国际家具博览会的推广活动。Promotion at CIEF, Guangzhou.



山东威海的推广活动。Promotion in Weihai, Shandong.



浙江安吉的推广活动。Promotion in Anji, Zhejiang.



山东青岛的推广活动。Promotion in Qingdao, Shandong.



广交会进出口贸易平台暨中国商贸城项目推介会。Promotion at Canton Fair.



浙江杭州的推广活动。Promotion in Hangzhou, Zhejiang.

2008年8月1日,洛杉矶中国商贸城作为进驻美国本土市场、助力中国企业走出国门的独创平台,与广东省国际贸易促进委员会、华南商会、美国泰特公司、美国UPS联合包裹服务公司、法国乐华梅兰公司、泰国正大集团等中外知名企业集团举行了合作签字仪式,共同为推动“中国制造”走出国门贡献力量,并携手打造一个整合全球优势资源的国际化贸易服务平台。At the summit forum on “E-commerce to Advance China Business Development” held on August 1st 2008, China Mart™ became one of the focuses as a unique platform to win the U.S. customers directly. China Mart™ also signed a cooperation agreement famous companies such as the Cantonfairtrading.com, Tylooon, Charoen Pokphand Group, and Leroy Merlin to use global sources to build a international trade platform to Chinese companies.



洛杉矶中国商贸城项目推介会与中国轻工工艺品进出口商会会长王瑞生一行合影。Mr. Eugene Lung, Vice president of the CCCLA Mr. Wang Hanjiang, Mr. Stephen Perl.



斯蒂文·佩尔(左二)与中外知名集团签署合作协议。Mr. Stephen Perl is signing the agreement with other famous companies.



斯蒂文·佩尔(左一)参加峰会对话,与刘德盛就“中国制造”可持续发展问题交换了意见。Mr. Stephen Perl at the summit talk about the sustainable development of “Made in China”.

中国商贸城在全国开展的招商系列活动吸引了全国各大媒体的关注



Package A provides 方案A:

- lease & setup for Showroom and US Operation's Office with High Exposure International Business Office at Los Angeles International Airport
在洛杉矶国际机场附近的国际化商务写字楼内, 提供空间租赁、设立产品展厅, 以及美国运作的高展示度的办公室
- CMLA Market Staff to support sales for leads to large retailers (i.e. Walmart, Target, Home Depot, Lowes, etc...)
洛杉矶中国商贸城市场营销团队提供面向大型零售商的销售支持 (如: 沃尔玛、塔吉特、家得宝、卢氏等)
- setup Corporation, Bank accounts, accounting system, phone, fax
设立美国公司、银行帐号、财务系统、电话、传真
- oversee day-to-day operations (i.e. monitor accounting, staff, HR issues, banking, insurance payroll and legal inquiries)
监管日常营业 (如: 财务、人力资源、银行、保险、薪资和法律调查)
- coordinate Immigration procession of L1 this is going to be the offer that China Mart currently have for the clients
工作签证及移民咨询指导, 为入驻商贸城的客户提供相关建议
- advertisement of client on CMLA's wholesale B-to-B website
在商贸城的B-to-B (公司对公司) 批发网站上为客户的产品提供广告
- advertisement of clients products on CMLA's retail B-to-C website
在商贸城的B-to-C (公司对消费者) 零售网站上为客户的产品提供广告
- build client's brand and include in China Mart's advertising
帮助客户建立品牌并通过商贸城的广告为客户宣传产品
- Maintain Brochures at China Mart on Products
在商贸城展示客户的产品宣传册

COST: Showroom Lease, %Commission cost for sales*, Communications, and 1-Staff Mgr
费用: 展厅租金, 一定百分比的销售佣金*, 通讯费, 1个管理职位的开销

Package B provides 方案B:

- client with a 2x4 space to display their product in china marts showroom
客户产品在商贸城展厅的2X4单位的展示
- personal service on site to show product(s) to visitors/buyers & answer calls
向参观者、买家的现场产品展示, 讲解, 及电话接听服务
- provides number & address as their USA address
可以使用商贸城的电话, 地址
- advertisement of client on CMLA's wholesale B-to-B website
在商贸城的B-to-B (公司对公司) 批发网站上为客户的产品提供广告
- advertisement of clients products on CMLA's retail B-to-C website
在商贸城的B-to-C (公司对消费者) 零售网站上为客户的产品提供广告
- build client's brand and include in China Mart's advertising
帮助客户建立品牌并通过商贸城的广告为客户宣传产品
- client's products promotion to our current sales personal who will try to open some sales channel for them in North America
通过我们现有的销售人员, 打开客户的产品在北美市场的销售渠道
- Maintain Brochures at China Mart on Products
在商贸城展示客户的产品宣传册

COST: \$1500/mo on a six month minimum contract plus commission on sales* (This package includes an option to renew for another one-year term after initial term)
费用: 每个月1500美元, 一定百分比的销售佣金* (期满后可按年续约)

Package C provides:**方案C**

- advertisement of client on CMLA's wholesale B-to-B website
在商贸城的B-to-B (公司对公司) 批发网站上为客户的产品提供广告
- advertisement of clients products on CMLA's retail B-to-C website
在商贸城的B-to-C (公司对消费者) 零售网站上为客户的产品提供广告
- personal service to show product(s) to visitors/buyers
向参观者及买家现场产品展示讲解服务
- Maintain Brochures at China Mart on Products
在商贸城展示客户的产品宣传册

COST: \$3600 per year and % commission*.
费用: 每年3600美元, 一定百分比的销售佣金

Package D provides:**方案D**

- Maintain Brochures at China Mart on Products
在商贸城展示客户的产品宣传册

COSTS: \$1200 per year
费用: 每年1200美元

Package E can be added to Packages A or B above to provide:**方案E可加入方案A或B中:**

1.M&A, Venture Financing, Debt and Public Offerings
兼并与收购, 风险投资、债务及上市
for well qualified small to medium size enterprises wanting to raise capital in the U.S.
为有资格的中小企业提供美国募集资金指导

□ Note % Commission on sales will depend on Industry and Package selection

注: 一定百分比的佣金将根据产业及所选的服务方案决定



How to rent space in the China Mart
如何入驻中国商贸城

基本步驟：STANDARD SETUP

- 1 Complete and Sign our China Mart "Pre-Leasing Agreement" 签署中国商贸城招商合同。
- 2 Pay 20,000 RMB Ticket Commitment Fee to Canton Fair I/E CO., LTD. to Reserve Space 支付代理服务费2万人民币给广州交易会进出口有限公司。
- 3 Select location and "move-in date" in the China Mart then sign Lease Agreement with China Mart Los Angeles LLC within 10 days. 招商合同签订10天内, 客户选择铺位、确定入驻中国商贸城的日期, 与洛杉矶中国商贸城有限公司签订租赁合同。
- 4 Within 3 days after lease is signed, tenant makes a Good Faith Deposit equal to 10% of the first year's rent paid to China Mart Los Angeles LLC bank account in Los Angeles. This Good Faith Deposit is applied to the first year's rent. 签订租赁合同后3日内, 客户将首年租金10%作为保证金存入洛杉矶中国商贸城有限公司在洛杉矶的银行账户。该款项将用于支付部分首年租金。
- 5 For those tenants needing the L-1 process, tenant shall pay to China Mart Los Angeles LLC an additional USD\$3,000 to set-up a California corporation and bank account in Los Angeles to begin L-1 process. For details please check the document for specific L-1 steps. 对于需要L-1签证的客户, 为启动申请程序, 客户支付3000美元给洛杉矶中国商贸城, 用于在加利福尼亚设立公司、开设洛杉矶银行账户。L-1申请详细流程请参考相应文件。
- 6 Forty-five (45) days prior to the "move-in date" the tenant will pay to China Mart Los Angeles LLC 45% of the total rent due for the first year (not including the previous Good Faith Deposit). 在入驻日期前四十五 (45) 日, 客户向洛杉矶中国商贸城有限公司支付首年租金总额的45%(不包括此前的保证金)。
- 7 Ten (10) days prior to the "move-in date" the tenant will pay to China Mart Los Angeles LLC the balance of all rent due for the first year. 入驻日期前十日, 客户向洛杉矶中国商贸城有限公司支付首年租金总额的剩余部分。



关于基本步骤的说明:Remarks for the Standard Setup

- ☐ The 20,000 RMB Ticket Commitment Fee grants a Chinese company the right to move in and select location in the China Mart. A Chinese company shall adhere to this Standard Setup to make sure the process is carried out smoothly. Otherwise these rights will not be reserved. The Ticket Commitment Fee is NON-REFUNDABLE. However, if the Setup is impeded by immigration objection or uncontrollable factors (for example, the L-1 visa is rejected or other matters), and the Chinese company gives up on future attempts and can not move in for issues beyond its control, the Ticket Commitment Fee will be FULLY REFUNDABLE.
交付2万元人民币代理服务费后，客户享有入驻洛杉矶中国商贸城和选择铺位的权利。为保证入驻工作进行顺利，客户须积极配合本流程进度，否则视为自动放弃这些权利（且代理服务费不予退回）。但是，签署租赁合同后，若因签证受阻或客观不可控因素（如L-1签证申请被拒或其他）令入驻流程受阻，且客户放弃进一步尝试，因其控制力范围以外的因素无法入驻，可全额退回代理服务费。
- ☐ The USD\$3,000 set-up charge for the California corporation and bank account is NON-REFUNDABLE.
3000美元开设加州公司、设立银行账户的费用为不可退费用。
- ☐ The Good Faith Deposit is refundable, if it is believed it is not safe to submit an L-1 application and/or if the L-1 is turned-down within thirty (30) days, due to immigration objection, or other unpredictable and uncontrollable factors.
经律师审核后，若客户被认为不具备充分的提交L-1申请的条件，且/或，由于签证受阻或其他客观的、不可预知的、不可控制的因素，在提交L-1申请后的三十（30）天内被拒签，保证金可以退还。
- ☐ Once all information about the parent and U.S. subsidiary companies for each L-1 application is supplied by parent company to China Mart Los Angeles LLC, additional fees and charges to file and process an L-1 visa application will be required. These additional fees, including U.S. government filing fees may be about USD\$6,500 or more for complicated cases.
母公司向洛杉矶中国商贸城有限公司提交申请每例L1签证所需的母公司及美国子公司的资料后，随后产生的签证申请费用将另外计算。这些费用（包含美国政府收取的签证申请费）约6500美元。如客户情况复杂，可能需要更多费用。

L-1 APPLICATION L-1签证申请

What is L-1?什么是L-1?

In order to encourage more foreign enterprises to invest in the U.S., the U.S. government allows foreign companies to set up subsidiaries and send 1 or 2 managers to run their business in the U.S.. L-1 indicates the visa which enables the one/ones who is/are sent to the U.S. subsidiary to work in the U.S. The L-1 holder can be the boss, senior manager or an employee with special skills.

美国政府为了鼓励更多的海外企业到美国投资,因此允许海外母公司在美国设立子公司,可以派1-2名管理人员到美国出任分公司的经理。L-1签证是指跨国公司法人本人或内部被调动的高级管理人员或具有特殊技能的职员所持有的签证或者身份。

Generally, the term of validity for the L-1 under the first time application will be one year, and then can be extended for 2 or 3 years but not longer than 7 years.

签证期限一般为首次申请获批一年,然后可以延期,每次延期为两年或三年,最长可达七年。

L-1 holders' families (spouse and unmarried children under 21) can apply for L-2. L-2 holders in the U.S. are allowed to study in public schools and have the right to pay tuition on a fee basis at local rates. With permission L-1 holders can work legally in the U.S. L-1签证人员的家属(配偶和21岁以下的未婚子女)可以获得L-2的身份,跟随来美国。办理相关手续后,L-1签证的家属可以在美国公立学校就读并可享受本地学费。2002年新的法律还允许L-1签证人员的配偶持L-2在美国申请工卡,合法工作。

Multinational executive manager L-1 visa application 跨国公司经理人才申请所需基本条件

- L-1 is available to a foreign national employed abroad at least one continuous year within the previous three years on the date of filing.
中国公司必须在中国经营至少一年以上
- Parent firm in China needs to have more than 50 employees in China.
中国公司必须在中国有50名以上员工
- L-1 applicant has to have managerial duties, a person may be a manager or executive where he or she manages and /or directs multiple independent contractors and /or where the business is complex.
L-1申请人必须担任1年以上经理级职务
- Parent firm must show proof of USD\$50,000 wire transfer to the California or other U.S. subsidiary to start the operation of U.S. subsidiary. These funds may be used to pay the rent at the China Mart.
母公司必须向新成立的美国子公司打入5万美元的运营资金。

Our Support我们的支持

- Assistance to set-up a U.S. corporation and a U.S. bank account
协助设立美国子公司和及其在美国的银行账户
- Assistance to assemble L-1 document checklist
协助收集整理L-1的申请材料
- Evaluate L-1 potential for success
评估L-1获准的可能性

As visa issues may have its complications in interpretation and special tactics in application, this introduction is just a simple and general sum-up, only for your reference.

由于签证事宜具有其特殊复杂性和技术细节问题,本介绍为简单概况,仅作参考。

费用对比

洛杉矶中国商贸城 V.S. 在洛杉矶独自建立公司经营
Cost Comparison to Set-up U.S. Company and Do Business in Los Angeles

	独自经营	商贸城	洛杉矶861 平方英尺 一年费用	中国商贸城819号 单元(861英尺) 一年费用
特色并租赁场所 Find and Rent Showroom	不包含	包含	\$30,000	\$45,000
房屋中介费 Lease Commission	不包含	包含	\$1,500	\$0
基础设施的配置费用和押金 Utilities Set-up Charges & Deposits	不包含	包含	\$1,000	\$0
设立公司所需法律费用 Legal costs to Set-up Business	更多	更少	\$4,500	\$3,000
设立银行帐号 Set-up Bank Account	不包含	包含	\$1,500	\$0
获得纳税识别码 Tax Identification Number	不包含	包含	\$200	\$0
L-1签证处理 L-1 Visa Processing	更多	更少	\$10,000	\$6,500
停车 Parking	不包含	包含	\$1,200	\$0
迁址费用 Relocation assistance	不包含	包含	\$2,500	\$0
电费 Electricity charges	不包含	包含	\$2,500	\$0
水费 Water	不包含	包含	\$600	\$0
固定资产税 Real Estate Property Taxes	不包含	包含	\$1,200	\$0
营销策划 Create Marketing Plan	不包含	包含	\$5,000	\$0 **
销售引导 Generating Sales Leads	不包含	包含	\$5,000	\$0 **
广告 Advertising	不包含	包含	\$15,000	\$0 **
推广活动 Promotional Events	不包含	包含	\$10,000	\$0 **
会议室 Conference Rooms	不包含	包含	\$3,000	\$0
演示室 Presentation Rooms	不包含	包含	\$6,000	\$0
翻译服务 Translation Services	更多	更少	\$4,800	\$0 ***
会计和簿记 Accounting & Recording Keeping	更多	更少	\$15,000	\$4,000
		总计	\$ 120,500	\$ 58,500
				节省 56%

*此金额为819号单元一年租金,因其较接近平均水平,在此引作举例用,不代表洛杉矶中国商贸城其他单元的租赁价格。洛杉矶中国商贸城各单元租金由商铺位置、大小等多种因素共同决定,由28,500美元/年至100,000美元/年以上不等。

**Basic Marketing Support includes initial Marketing Plan, recommendations to best enter quickly U.S. market, competitor pricing, sales channels to focus on, and sales leads to contact. Our staff will also assist in initially starting plan, but continued sales support will require additional customized marketing services such as introduction to buyers and direct contact/sales assistance.

*** Translation assistance is available for small projects but large translation projects or support efforts will be additional cost.

SERVICES INCLUDED IN THE RENT 包含在租金里的服务

The rental rate for each unit at the China Mart includes:
中国商贸城租金包含:

An individual business and marketing plan for each tenant targeting sales in the North American market
为每位定位营销北美市场的租户提供量身定制的商业营销方案

Individual and group marketing programs
单独或团体的营销推广项目

Ongoing marketing and promotional events for the China Mart tenants
为中国商贸城租户进行持续的营销推广活动

Regularly scheduled sales seminars and product presentations at the China Mart
在商贸城举办定期的销售推广会和产品介绍会

Ongoing North American industry advertising and e-mail campaigns for all tenants
为所有租户进行持续的北美行业广告和电子邮件推广

One reserved parking stall in building parking
预留一个停车位

The cost of all normal electrical, HVAC, property taxes, and water use
普通用电、采暖通风与空调、固定资产税和水费

Telephone and T-1 internet access (excludes telephone and internet charges)
电话线和超高速T-1网接口 (不包括电话费和上网费用)

All normal janitorial and office cleaning
日常门卫和办公室清洁

24/7 building security
24/7全日大厦保安

Full time concierge and business support services
全天候门岗及商业支持服务

Access to conference and meeting rooms
会议室使用权

Access to presentation center
演示中心使用权

ADDITIONAL SERVICES AVAILABLE ON A FEE BASIS 需另外计费的服务

The following services may be provided by the China Mart to its tenants for an additional fee:
租户也可享受由中国商贸城提供的以下服务, 但需另外计算费用:

Set-up new subsidiary as California corporation with business set-up
建立新的加州子公司

Secure business license and secure tax identification number
取得营业执照和纳税识别号

Establish Los Angeles bank account for new California subsidiary
为新的加州子公司设立洛杉矶的银行账户

Accounting and bookkeeping services
会计和簿记服务

Logistics and freight forwarding services
物流和货运服务

Translation services - both verbal and written
口头或书面的翻译服务

Telephone answering and message forwarding
电话应答和留言转达服务

Individual customer appointment scheduling and coordination
会客日程安排和协调

Onsite video conferencing
即时视频会议

Temporary or permanent staffing services
短期或长期提供雇员的服务

Individual Sales Event planning and set-up
独家销售活动的策划和组织

Travel arrangements
旅程安排

Immigration assistance
移民协助

Other legal services
其他法律服务

Showroom design and furniture procurement
展示空间设计和购买家具

Individual printing and advertising
单个租户的印刷和广告

-----申请入场中国商贸城(洛杉矶)

经营-----产品或服务

租期为-----个月, 第-----号单元, 预计入场时间为-----

其它要求-----

印章及法人签名

signature&stamp-----

申请日期

date-----

申请方基本信息

公司名称[中英文] company name:-----

成立时间establish time-----地址address-----

是否曾赴美国参展或从事商业活动: 是 ☐ 否 ☐

经营范围business scope-----

电话tel-----传真fax-----网址website-----

获知中国商贸城的途径information source of China Mart-----

其它信息other information-----

填写本表传真至:

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