

E2G project – Export to Global

The platform for Business communities around the World

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Project Manager

27 October 2003

What is E2G ?

- ❖ Has been launched in middle 2002
- ❖ Privately-held company
- ❖ Founded by:
 - Mr. Bui Tung KHANH, Director of The North Ltd.
 - Mr. Dam Nguyen MANH, Chief representative office Hannover-Messe & Deutsche Messe AG in Vietnam
- ❖ Offering both online and off-line services
- ❖ Own and run the following sites:
 - ❖ export2global.com
 - ❖ go2fair.com
 - ❖ northtele.com

What offered at E2G ?

❖ **Export Newsletters** – are business bulletins providing information regarding the needs and demands from companies around the world to purchase or import products/services in the following sectors:

- ❖ Aquatic & Sea products
- ❖ Agri-products, Food & Beverages
- ❖ Furniture
- ❖ Ceramics & Handicrafts
- ❖ Textile & Garment
- ❖ Building materials and Interior decoration
- ❖ Leather & Footwear (under preparation)

What offered at E2G ? (cont.)

- ❖ **Market information** – see next page
- ❖ **International trade fairs** - provide information and services of key trade fairs around the world
- ❖ **EG Store** – Online and off-line supermarket for Vietnamese exported products
- ❖ **Valued added services** for Vietnam and foreign importers – exporters
- ❖ **Media service** – web designs, hosting and domain services, e-commercial solutions, multimedia design

What offered at E2G ?(cont.)

(associated with third parties)

- ❖ **International trade fairs** - provide information and consulting services for participating in trade fairs and conferences overseas
- ❖ **Critical info. & tools needed to grow business in another countries** – all business information need as country risk analysis, market research/analys, new market development/expansion strategy, etc.
- ❖ **Manufacturers/suppliers finding** – worldwide
- ❖ **Investors/partners finding** – worldwide

E2G Local Partnering Program

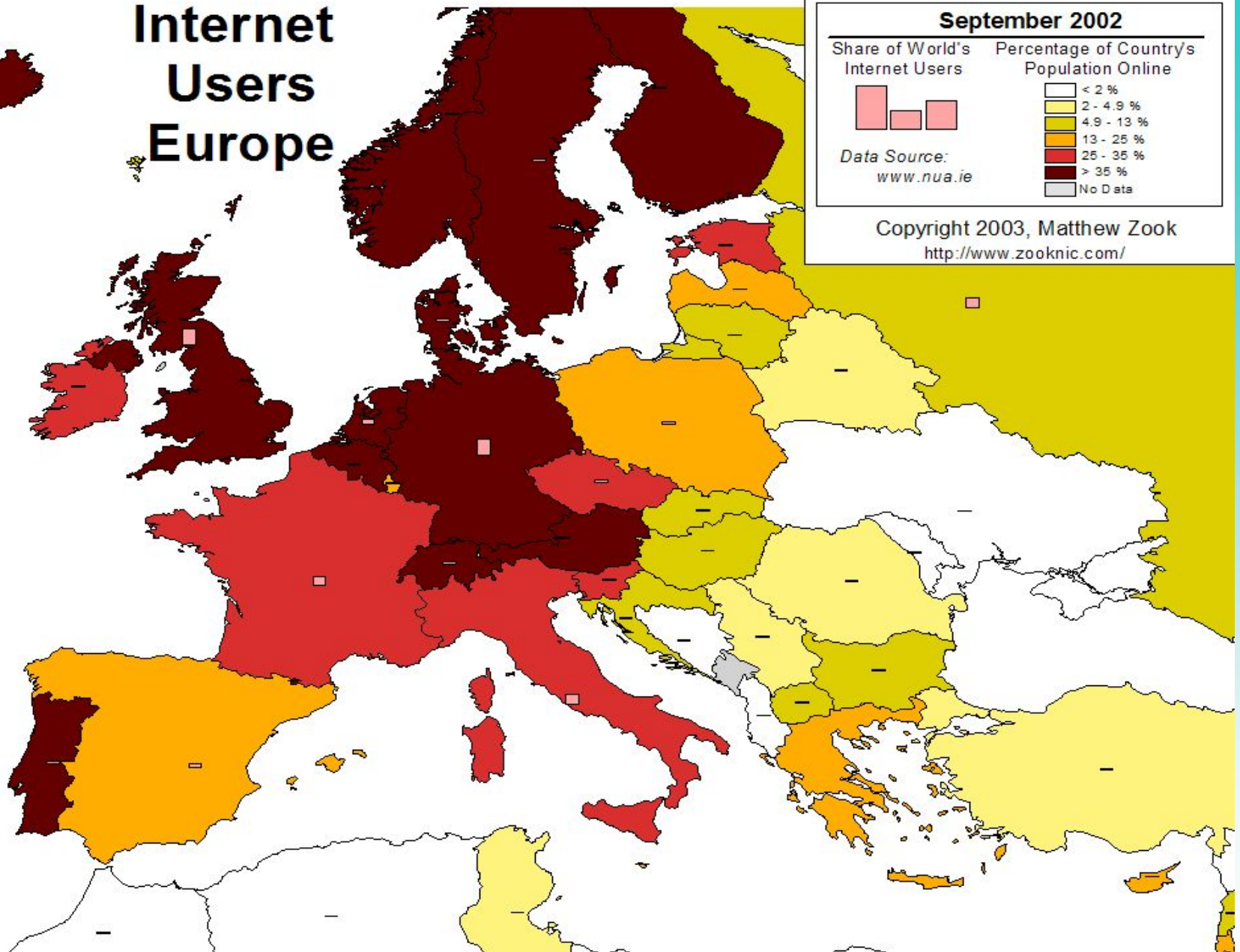
export2global.com Goes Local

A Progressive Partnering Program

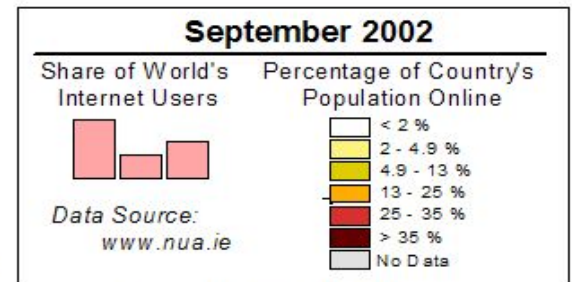
Objectivity

With the local partnering program E2G plan to expand its network to over 50 countries within 18 months in order to create one of the world's useful sites and most active trade leads for importers and exporters and partnering opportunities; as well as to create a platform for business information transactions in around the world.

Internet Users Europe



Internet Users Asia-Pacific



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<http://www.zooknic.com/>

Structure development

The internet users worldwide over 900 Million and is still growing at an annual rate of over 20%. This rapid expansion is enabled by a local organization structure that requires a minimal central administration.

See charts for more information

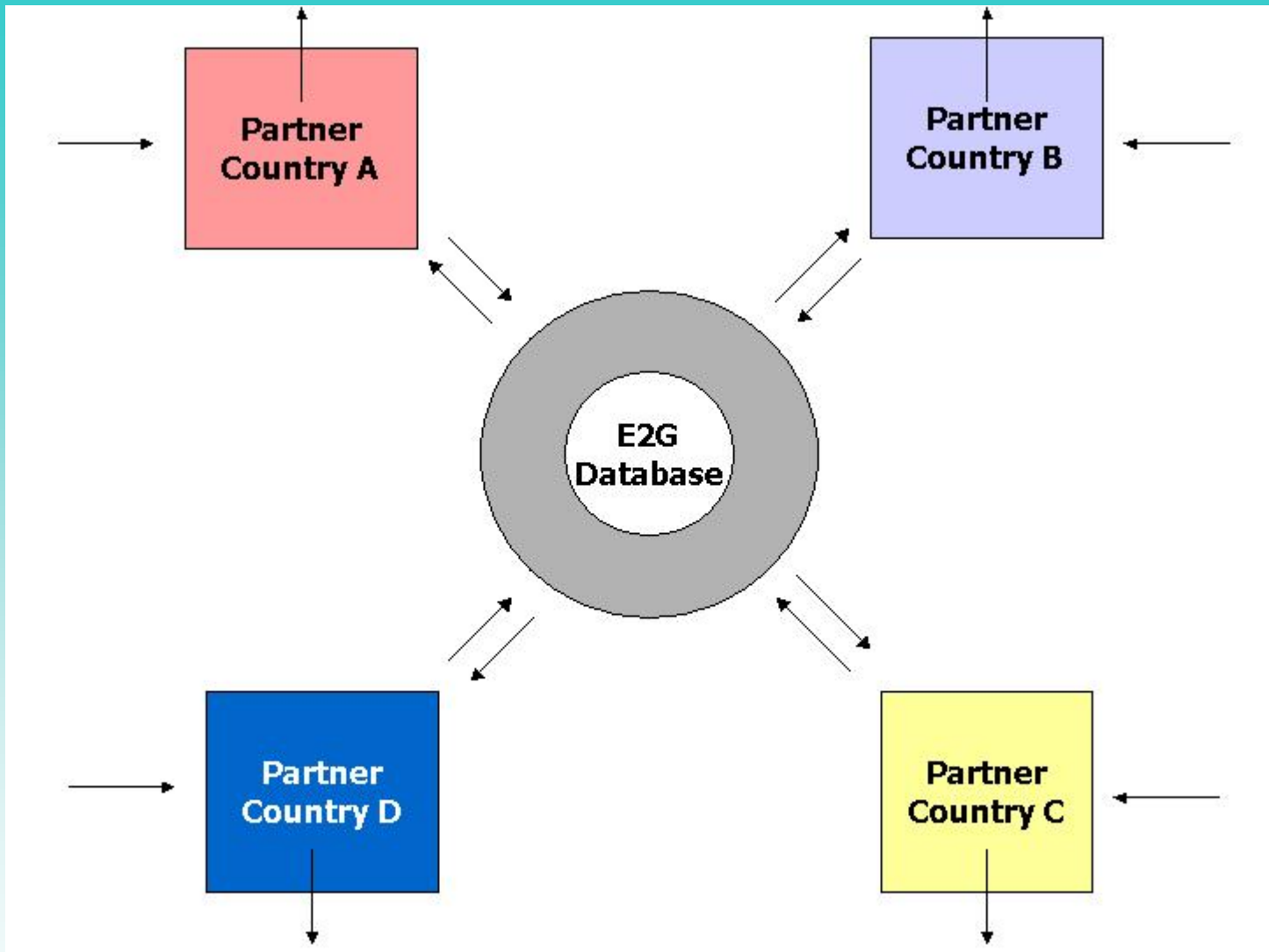
1. Internet users in Europe
2. Internet users in Asia-Pacific

E2G follow this structure

Instead of seeking for partners forming a heavy international corporation for all users in around the world, E2G's strategy is to build an open information network. Through independent partners who understand their local markets and benefit directly from their efforts, the venture can grow literally at all points on the globe synchronously without creating a giant administration, which slows down processes and consumes massive human and financial resources.

Advantages of the structure

Depend on market size, development levels, specific economic ... each partner may offer a part/ full of services or more, which may get benefits for local businesses, for their partners and for themselves too.



The Shared Database Model

E2G will be able to generate an outstanding flow of international export trade leads, businesses/information transactions and partnering opportunities by sharing one central project database with all local partners.

The Future Function of E2G

After completion of the first integration stages, the main function of E2G will be the development and maintenance of the project database. As central hub E2G will organize the communication between all participants and assist partners with their marketing and customer services with its partners worldwide.

How E2G Benefits its Partners

(To be discussed with partners, who may interested in)

Partner's Responsibilities

(To be discussed with partners, who may interested in)

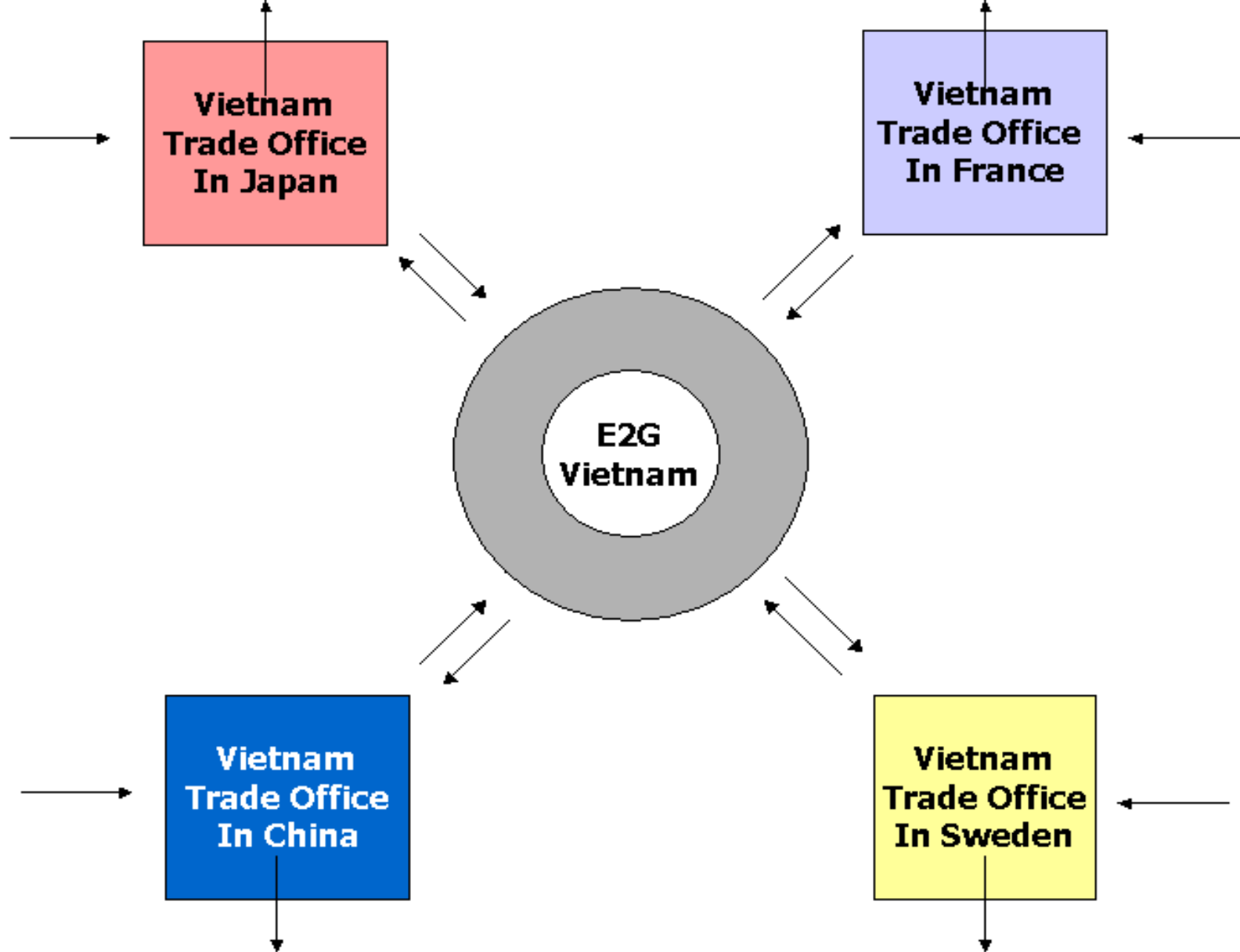
E2G's Responsibilities

- ❖ To build and maintain the partner's E2G web site
- ❖ To aggressively market for partner's site, some or all of following advertise to be used, depending on particular need:
 - ❖ Advertise partner's site on E2G Global site
 - ❖ Advertise partner's site on E2G newsletters
 - ❖ Continually develop added value for registered users
- ❖ Providing a monthly report of the statistical (number of hits per week, number of page views per week etc...)

One function Demo at E2G's

"Trade offices & trade promotions offices"

- ❖ To build and maintain only one platform at E2G local
- ❖ Gateway for web access to distributed recourses/
information
- ❖ A Web site that provide centralized access to a set of
resources
- ❖ Allow personalization to some degree
- ❖ and much more useful functions ,etc...



Activities model of Vietnam trade Office (at E2G Vietnam site)

Some characteristic at “trade offices” partner’s site (Not yet applied to existing E2G site)

The emerging De facto standard conceptualization of an Internet portal typically requires a mechanism that allows users to identify themselves. At the very least, this mechanism allows stored per-user preferences to be retrieved and applied. In addition, the concept of a *session* with a corresponding life span is presumed.

Some characteristic at “trade offices” partner’s site (continued)

1.The authentication system must be flexible enough to work with a wide range of existing (and future) strong authentication models.

2.The system must be able to integrate into a business’s existing distributed authentication system (if present).

3.The system must provide features to encourage the development of a single sign on model for the various applications represented by a given portal.

4.The system must endeavor to foster and support inter-institution authentication .etc.

E2G Facts & Figures

- ❖ 70 export bulletins have been sent to over 6,500 exporters and export-oriented companies, in various industries, in throughout Vietnam country with useful information and guides to find the right partners and buyers overseas (about 1750 pages of documents)
- ❖ Providing information & guides of over 80 trade fairs overseas for about 10,000 businesses and other interested parties in Vietnam.
- ❖ Providing information of all main trade fairs held in Vietnam for both local and overseas' interested parties
- ❖ Providing most updated and detailed database of companies active in Vietnam from all economic sectors

E2G Facts & Figures (cont.)

- ❖ There are over 250 subscribed, whom registered to receive our various bulletins update regularly. Most of them are export companies and trade promotions organizations as:
 - Vasep (Vietnam Association of Seafood Exporters and Producers)
 - Fishery resources Development Company (state organization)
 - Vinatex (Vietnam National Textile and Garment Corp.)
 - Hawa (Handicraft and Wood Industry Association)
 - Vietnam trade office (U.S.A)
 - EBIC - Hanoi (European Business Information Center)
 - An Giang Trade Promotion Center
 - Vinafor-HCM branch office (Vietnam Forest Corporation)
 - French consulate (Mission Economique de Hanoi)
 - Vinafruit (Vietnam Association)
 - .etc..

E2G Facts & Figures (cont.)

- ❖ Collaborated with leading Trade fairs organizers and Vietnam travel companies to arrange for group companies visiting and meeting with partners at trade fairs as CeBIT (Germany), Hannover Messe (Germany), BioTechnica (Singapore), CeBIT (Shanghai), Auto Components+Aftermarket (Thailand) .etc..
- ❖ Provided market information for overseas companies, who want to expand business into Vietnam market .etc...

Thanks from Project owner

We invites you become part of an exciting international e-commercial network, which was been developing in order to increase and enhance trade import – export around the world.

Please do not hesitate to contact me if I can be of any assistance or you require any further information or advice. We would like to answer any and all questions regarding our project that you may have.

Thank you for your interest and I look forward to successful negotiations on how we can work together.

Our contact

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THANK YOU !