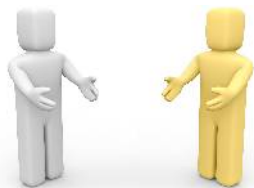


ChinaBridge — as easy as 1-2-3



ChinaBridge enables you to quickly exchange basic business data between Chinese and European companies.

Manual data input is replaced by an automated data exchange, which is faster, error-free and enables you to receive data such as Chinese names without the troubles of dealing with a foreign language.

①



Enter the *sedamo*™ address code in the ChinaBridge search page.

You'll get this simple 8 letters code from the Chinese company representative.

The offices / department under this address are listed. Pick the right one — that's all!

- or -



Search for an appropriate supplier. Either by yourself via the ChinaBridge website:

- by entering the product name (“solar panel”)
- by keywords describing the business or service (“customs office Wenzhou”)
- by using the ISIC code (“ISIC 5012” Sea and coastal freight water transport)

Or you send us an e-Mail to chinabridge@daibola.biz describing the product or service you are searching for. We will contact you and suggest you several companies.

②



Simply click the “monitor” symbol  beside the company profile.

Enter a descriptive name or your customer id into the upcoming input box.

The company name and contact information will be stored into your personal list.

③



Done! The full company details are ready now:

- company name (both in English and Chinese)
- office address, P.O. box, and delivery address
- contact person's name, phone and fax number etc.

These data will automatically stored into your own database if you have set-up an connection for this. (Our cooperating companies will be happy to help you.)

Or you click the download link at the bottom of the ChinaBridge search page and get the most current data as a spreadsheet file for your office software (e.g., Microsoft® Excel®).

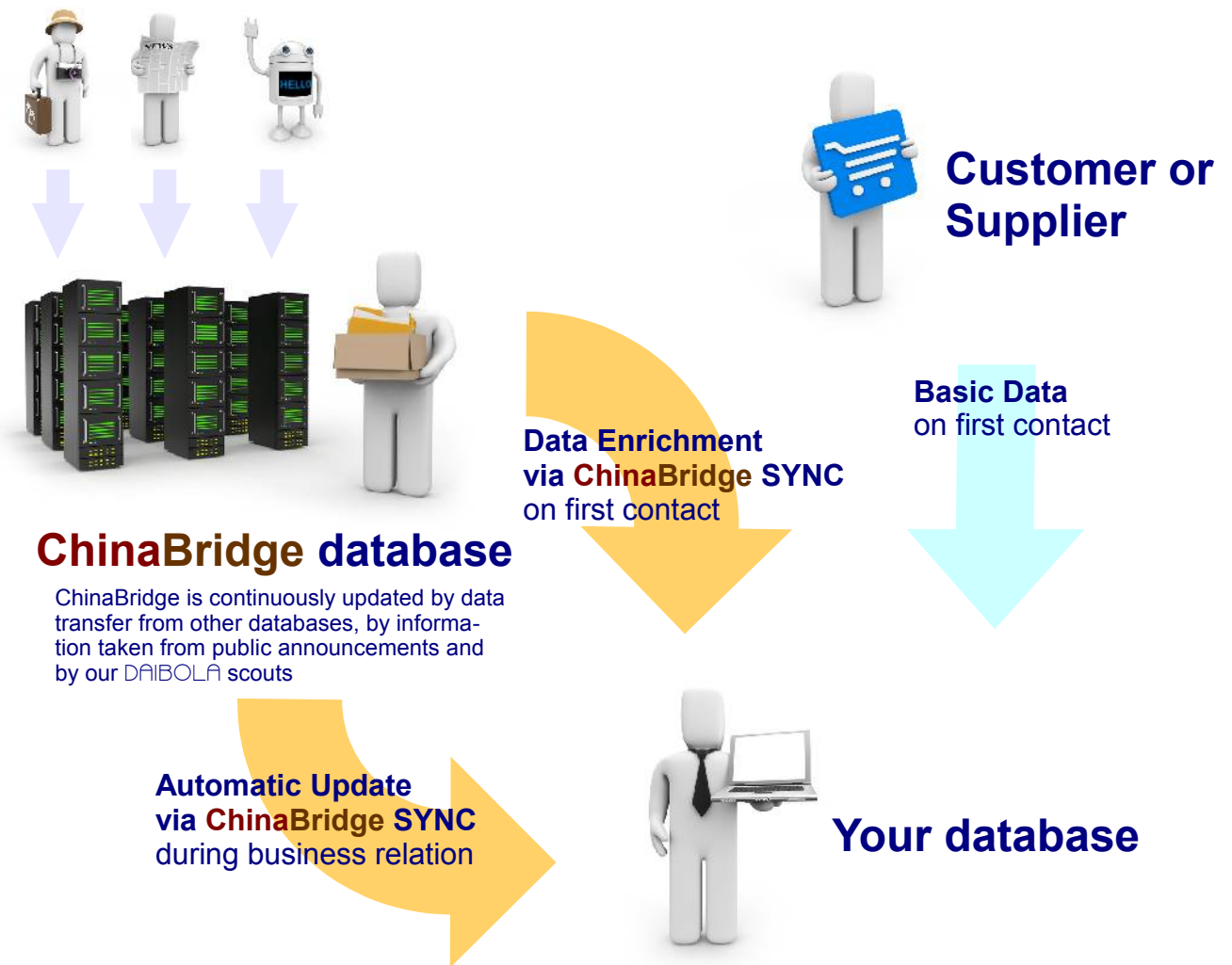
Export to:

- Microsoft® Excel®
- Outlook® BC Manager
- MySQL® etc.

Automatically stay up-to-date: Whenever the company details changes, e.g., the telephone number, these changes are inserted into the ChinaBridge database and copied to your own database—and you do not have to lift a finger!



ChinaBridge — the way it works



Your database

ChinaBridge data:

- Company name (English and Chinese)
- Contact person (1st contact)
- Phone and fax number
- Address (English and Chinese writing)
- Web and e-Mail addresses
- Short profile

Your business data:

- Pricing
- Orders

Your business information never leave your own database: maximum security!

ChinaBridge — Advantages

classical customers/supplier database	using ChinaBridge SYNC
⊖ Laborious search for the right business partner	⊕ Fast look-up in the ChinaBridge database
⊖ Time consuming, manual data input into your database: company name, office (registered) address, delivery address, telephone, fax, website, e-Mail, contact person...	⊕ Fast input of a short one, 8-letter code or of the company name only
⊖ Manual input	⊕ Automatic data exchange
⊖ Data entry errors remain undiscovered and will lead to troubles and wasting of time later on	⊕ Immediate data verification
⊖ Obsolescence of the data: manual, time-consuming data maintenance is necessary	⊕ Always up-to-date business data
⊖ Knowledge of Chinese language is necessarily to input the Chinese company name and address	⊕ No knowledge of Chinese is necessary; Chinese names and addresses are added automatically
⊖ Addresses in English only: addresses are usually recorded in English or other Romanisation	⊕ Addresses in Chinese and standard (local) formatting: higher reliability than addresses written in a English and higher acceptance by respecting the culture of the customers/partner
⊖ Contact loss = customers loss if data maintenance is not carried out in time and e.g. the moving of a customer to a new address cannot be traced later on	⊕ Keeping contacts by automatic data updating
⊖ Insecurity about the truth and reliability on both sides	⊕ Higher level of trust and confidence since DAIBOLA acts as an independent, European mediator
⊖ High-cost by “hidden” expenses e.g. by “tracing down” a contact by time-consuming phone calls after a simple change in the phone number; this time-consuming yet simple data correction is carried out by highly paid specialists	⊕ Cost-effective through central data maintenance of a specialized seller: DAIBOLA

ChinaBridge — Questions and Answers

How to use the ChinaBridge database?

Open <http://chinabridge.daibola.biz/examples> and try out by yourself.

I already have a big supplier database. Do I have to enter all these data into ChinaBridge?

No. Your business data always remain in your own database. ChinaBridge is a convenient way to update contacts within your database. You yourself decide which data should be updated or completed. For example, you can add the Chinese name of your suppliers in China; you do not have to master Chinese by yourself. We call this “data enrichment”.

If you decide to let ChinaBridge update all or a larger part of your database, we can offer automated ways to establish this link.

Your database impossibly can contain all Chinese suppliers. What if my new partner is not in ChinaBridge?

You are right, no-one can tell how many companies are there in China. Simply ask your supplier to enter his data at <http://chinabridge.daibola.biz/start> This web-page is in Chinese which is convenient for your Chinese business partner; you do not have to set-up a similar page in Chinese by yourself. Automated input verification checks and improves the data in real-time. During this process, your business partner will receive an 8-letters address code for his office address. Using this code, you can proceed as usual. And within a few days, the new company profile will be checked and updated—and these updates will be automatically mirrored into your own database.

If I enter the keywords for a specific company, I can find their competitors, but not that company I have in mind. When I enter their address code, the company profile shows up. Why?

Using the keyword search, we only recommend internationally oriented, reliable companies. If a company is important, it is (of course) still included in the ChinaBridge database but it cannot be searched for. However, the data of those companies are updated in the regular way.

Why should I pay for your service? Google does the same job for free!

No, ChinaBridge and a search engine are very different: with ChinaBridge you can easily transfer the contact information in a standardized way in your own database. Once done so, the company details are updated automatically. A search engine on the other hand offers no possibility of data transfer and will not inform you about updates.

Sure it is convenient if the data are updated automatically. But this may be once in a lifetime?!

China is a quickly developing country. Companies quite frequently move. Due to the exploding number of subscribers, telephone number ranges are extended, old numbers become invalid. Even the “big players” have changing contacts, for example, Air China changed their phone numbers for the Olympic Games in Beijing. In our database, about 80% of all Chinese company data have been updated during the past 1 1/2 years, and most of them several times.

Is it save to use ChinaBridge?

Yes. Your secret business data, such as, purchase prices, profit margins etc. never leave the safest place: your own server. Data are always transferred from ChinaBridge to your database, a kind of electronic one-way street.

Are the data in ChinaBridge updated quarterly or monthly?

They are updated continuously, and the changes are made available in real-time.