



IMPORTED BRAND PILOT SALES PROGRAM

Chengdu Market Entry Service Package for Imported Brands

Supporting General Trade & Cross-border E-commerce

Lower Entry Barriers | Fast Market Launch | Continuous Operation Support

CHENGDU 2026

TABLE OF CONTENTS

CONTENTS

Empowering International Brands to Efficiently
Enter Chengdu and Western China Consumer
Markets

01 MARKET OVERVIEW

Chengdu Market Opportunities

02 CORE VALUES

Core Value Proposition

03 SERVICE PACKAGE

Four Core Services + Free Services

04 PRICING & START

Pricing & Partnership



01

MARKET OVERVIEW

Chengdu - Gateway to Western China

Chengdu - No. 1 Consumer Market in Western China

21 Million +

Permanent Residents

Largest Consumer Market in Western China

¥2.5 Trillion

GDP

The top economic powerhouse in Western China

¥365 Billion

2025 Import Goods Scale

No.1 in Western China for import goods

Three Core Market Advantages

Massive Consumer Base

Over 21 million permanent residents with strong consumption willingness, high acceptance of imported goods, and continuous growth in per capita consumption expenditure

Strategic Location Advantage

Radiating to 300 million consumers in Southwest China with significant logistics hub status, and also a key node city of the Belt and Road Initiative

Strong Policy Support

Multiple policy benefits such as cross-border e-commerce pilot zones and free trade zones providing comprehensive support for imported brands

The background features a close-up of two hands shaking in a firm grip, symbolizing partnership or agreement. This is overlaid on a dark, semi-transparent world map. A network of white lines connects various points across the map, with some points highlighted by orange location pin icons and others by blue dots. The overall lighting is warm and slightly blurred, giving it a professional and modern feel.

02

CORE VALUES

Core Value Proposition

Three Core Advantages to Help Brands Efficiently Launch in the Chengdu Market

Core Value Proposition of the Service Package

Three Core Advantages to Help Brands Efficiently Launch in the Chengdu Market



Lower Entry Barriers

Professional team assists with complex entry processes such as GACC registration and HS code declaration, overcoming language barriers and unfamiliarity with regulations, ensuring compliant market entry



Fast Market Launch

Quick access to quality online and offline sales channels, participation in official brand promotion events, enabling rapid reach to target consumers



Continuous Operation Support

Providing sales data feedback, consumer insights, product optimization recommendations and other market intelligence to help brands continuously optimize strategies and improve market performance

40%

Entry Time Reduction

Omini-channel

Online & Offline

Quarterly

Data Report Updates

INDEPENDENT ENTRY

12-18 Months



WITH SERVICE PACKAGE

5-6 Months



03

SERVICE PACKAGE

Four Core Services + Free Services

End-to-end support from market entry to operations

A one-stop solution for all needs entering the Chengdu market

Product Purchase & Pilot Sales

We Buy, WeSell, You Validate!

Curated channel for test sales enabling rapid product quickly reach to Chengdu consumers

New Retail Channels (OMO)

CDIT GloBuy (Rongmao Youxuan)

A subsidiary of Chengdu International Trade Group Co., Ltd. , first-tier SOE under Chengdu Municipal Government, operating **7 offline stores** and **1 e-commerce platform**

¥500M+ annual import goods sales

300M+ cosumer coverage

Online Platforms

2C Platforms

Zhigongpuhui (Workers' Benefits Platform)

A multi-channel service platform by Chengdu Municipal Federation of Trade Unions, cooperating with over **22,000 grassroots labor unions**, serving workers over **300 million times**

¥1.7B+ cumulative sales

5.5M+ registered users

2B Platforms

Overseas Direct Procurement (DOCP) Mini Program

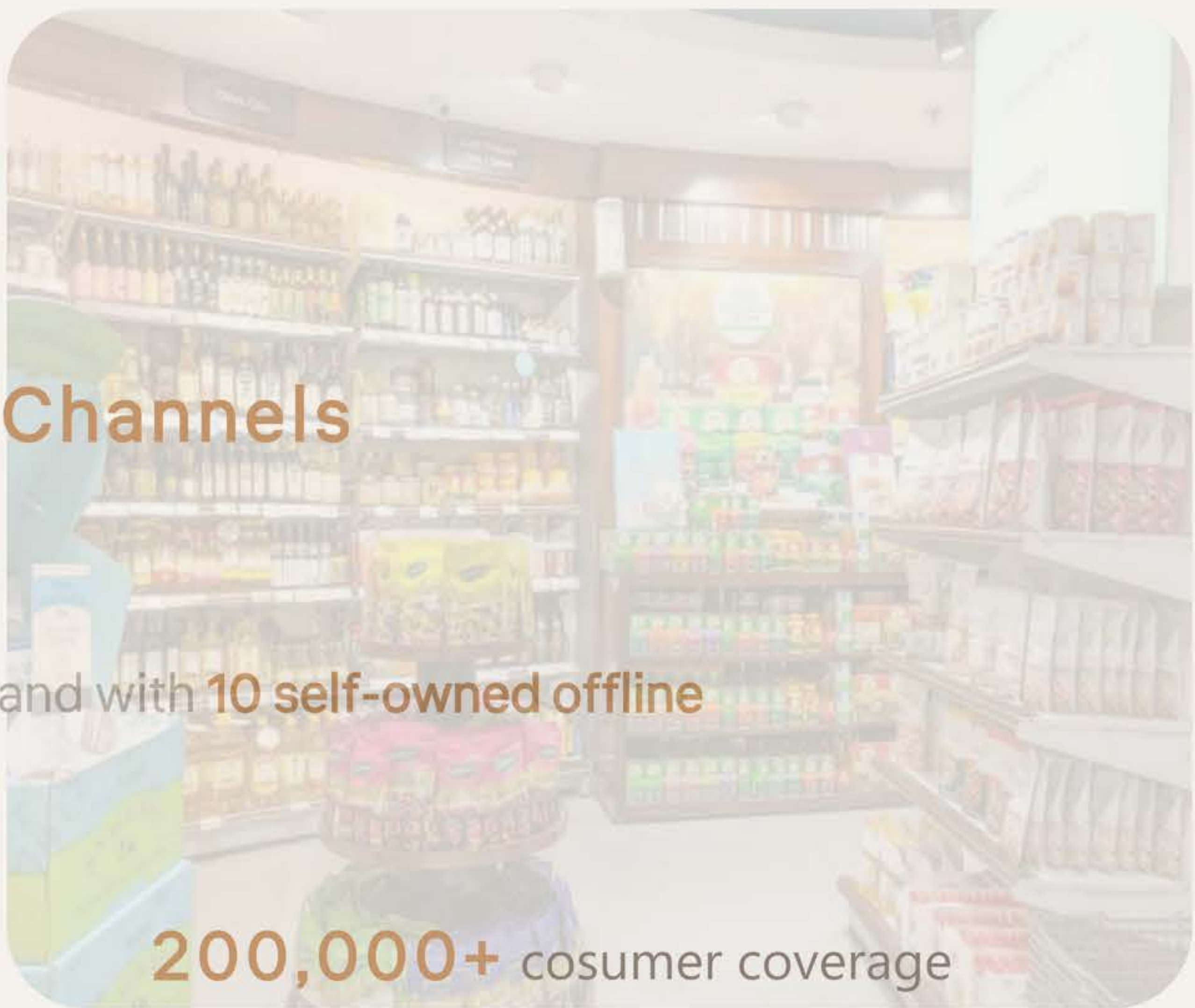
Aggregating overseas direct procurement demands, integrating logistics advantages and reducing procurement costs to precisely connect with B-end buyers

Cross-border E-commerce Channels

WEREBRING Global Shopping

A private local cross-border e-commerce brand with **10 self-owned offline experience stores** in Southwest China

¥15M+ annual import goods sales



Shuguanghui (Workers' Benefits Platform)

A digital consumption platform under Sichuan Commercial Investment Group, with **3 million+ online SKUs** (from 106 countries and regions), **100,000+ offline linked partner stores** and **300+ quality merchant partners (suppliers)**

¥550M+ sales revenue in Q1 2026

30,000+ corpeorate and government clients



More test sales platforms are coming...

Marketing Event Support

Leverage platform resources to rapidly enhance brand awareness

5+ Anual Events

Providing no less than 5 officially supported events annually, leveraging platform resources to rapidly enhance brand visibility

Brand Promotion Events

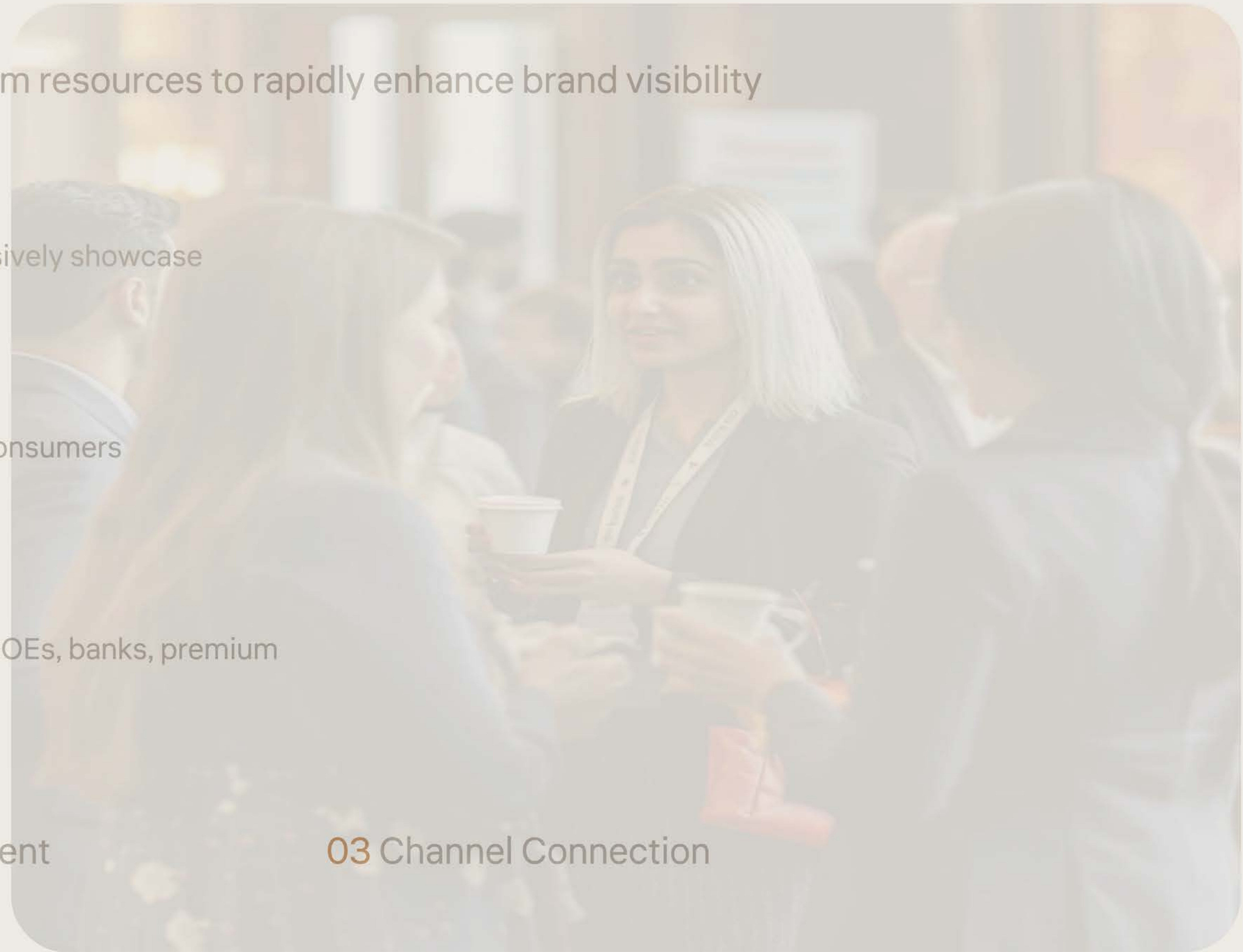
Regularly hosting brand promotion events, inviting distributors, media, KOLs to comprehensively showcase brand stories and product features

Trade Fairs & Sales Events

Participating in import-goods fairs, shopping festivals and other events, directly reaching consumers on-site, achieving brand display and sales conversion

Corporate/Institutional Events

Internal brand and product promotion activities targeting government departments, large SOEs, banks, premium commercial buildings and universities



 **Event Values:** 01 Brand Exposure

02 Credibility Endorsement

03 Channel Connection

 Events are subject to our recommendations/Exclusive brand promotion events beyond recommendations require additional fees

Sales Channel Referral

Regularly connecting relevant channels, continuously updating the resource pool

5 times + / Qaurter

Regularly promoting brands and products to existing and potential partner channels

Online Channel Referral

E-Commerce Platforms

Connecting Tmall Global, JD Worldwide, Kaola Global and other cross-border e-commerce platforms

Social Content Marketing

Connecting KOLs and MCN agencies on Red Note, Douyin (TicTok in China) and other content platforms

Live-Streaming sales

Connecting top streamers and live-streaming bases for live commerce collaboration

Offline Channel Referral

Large Supermarkets

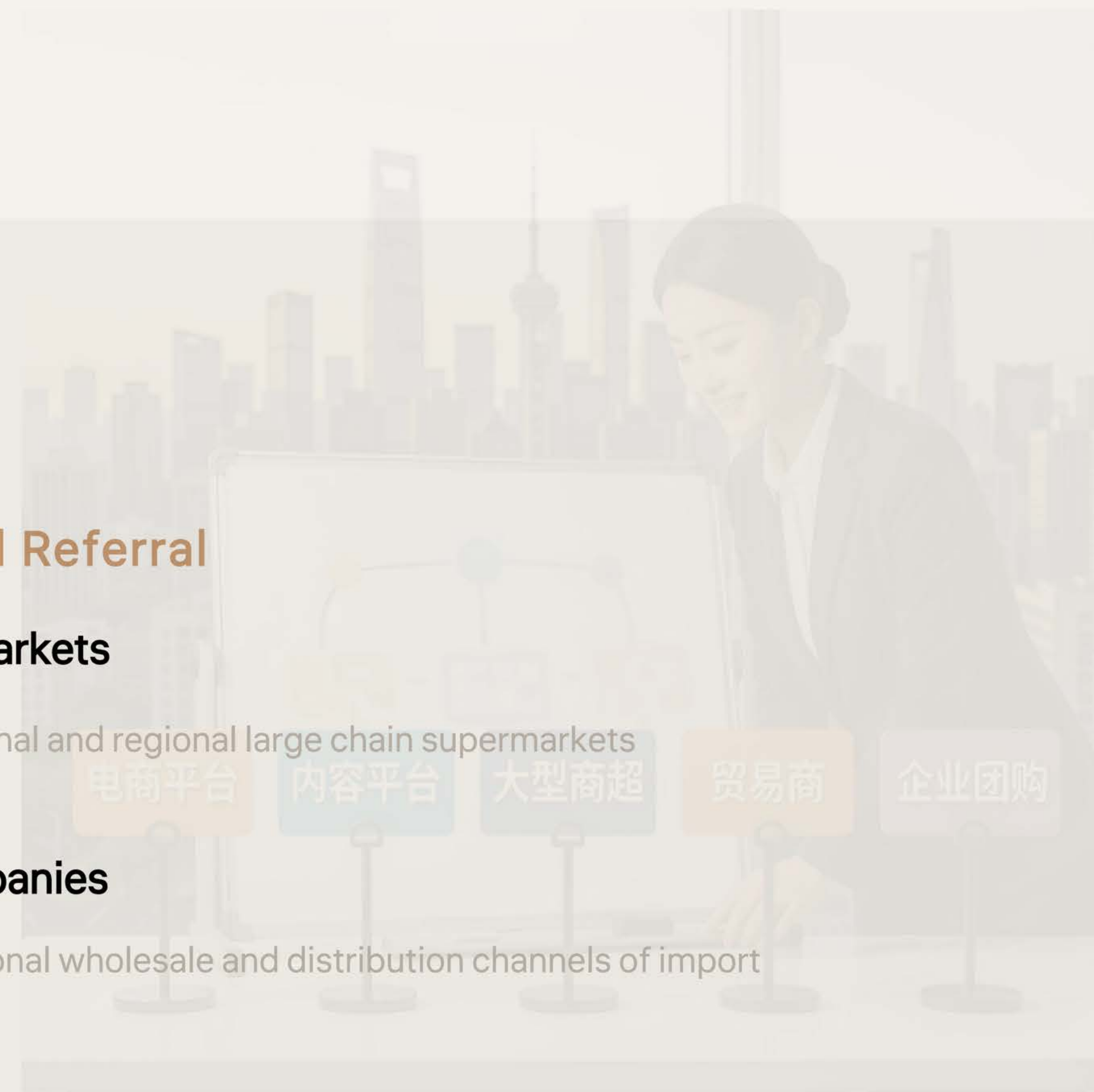
Connecting national and regional large chain supermarkets

Trading Companies

Connecting regional wholesale and distribution channels of import goods

Corporate Group Purchasing

Corporate welfare, gift procurement and other group purchasing needs



Market Feedback Report

Data-driven market insights to help brands continuously optimize strategies



Market Feedback Reports

Providing store and channel sales data analysis, including key metrics such as sales revenue, sales volume, sales trends, etc.

- ✓ Sales Trend Analysis
- ✓ Channel Sales Analysis
- ✓ SKU Sales Ranking



Product Feedback

Collecting market and channel feedback on products, helping brands understand product performance and improvement directions

- ✓ Product Competitiveness Analysis
- ✓ Price Sensitivity Testing
- ✓ Packaging and Specification Recommendations



Consumer Feedback

In-depth analysis of consumer behaviors and preferences, providing basis for product optimization and marketing strategies

- ✓ Purchase Conversion/Repurchase Rate
- ✓ Consumer Profile Analysis
- ✓ Consumer Preference Insights



Optimization Recommendations



Product Optimization

Providing product improvement and new product development recommendations based on market feedback



Long-term Planning

Providing data support and decision-making reference for long-term brand development



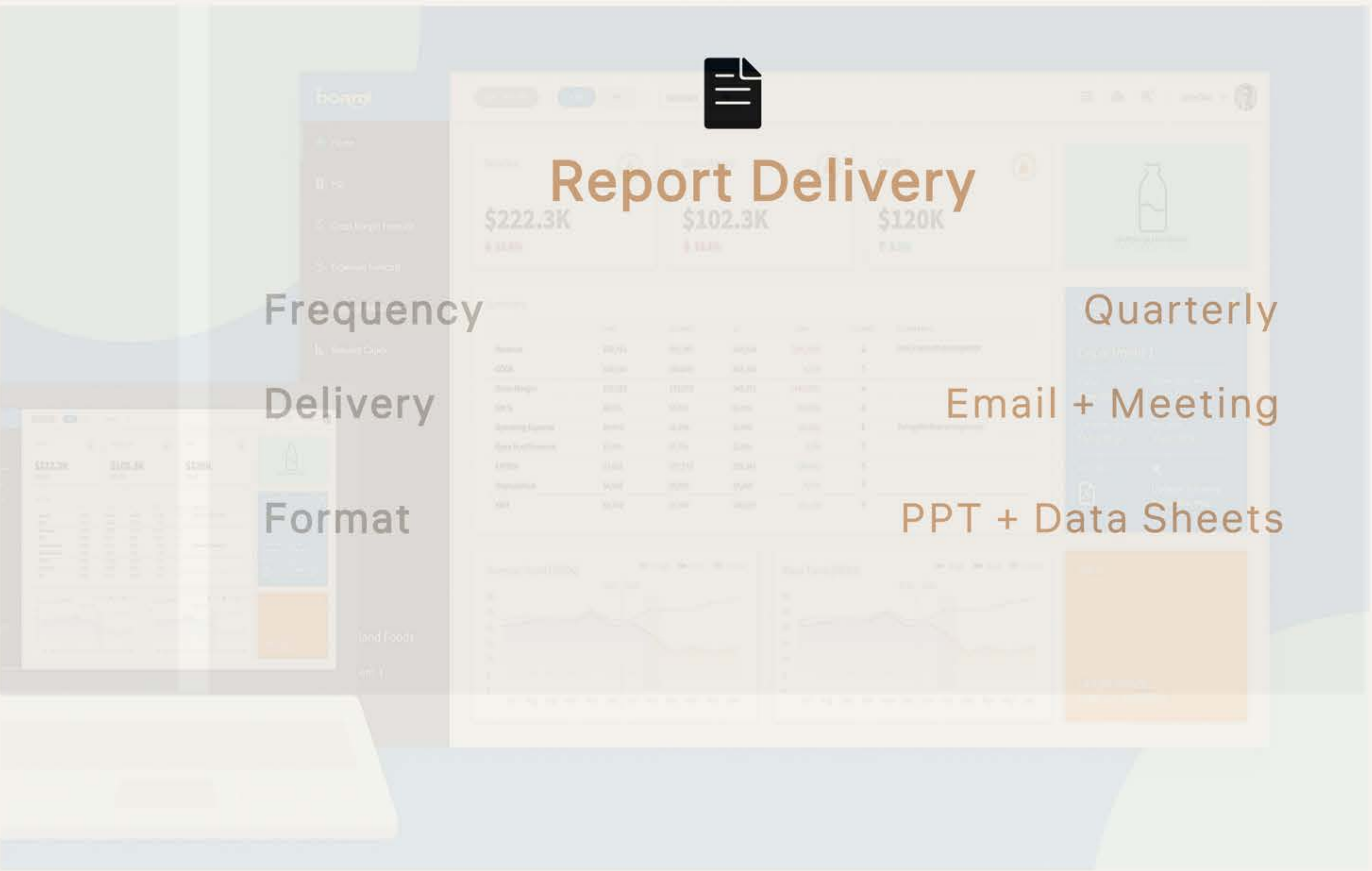
Marketing Strategy

Optimizing pricing, promotion and channel strategies based on consumer insights



Competitive Analysis

Comparing competitor performance to identify differentiation opportunities



Supply Chain Consulting

End-to-end supply chain consulting from the overseas to China, ensuring efficient and safe entry of goods into the Chinese market

Cost Optimization

Overseas Pickup/Consolidation

Optimizing consolidation solutions to reduce first-mile logistics costs

Booking/Shipping

Recommending optimal transportation methods and routes to balance the speed and cost

Customs Declaration/Clearance

Professional customs clearance guidance to avoid delays and extra costs

Risk Management

Import Compliance Consulting

Interpretating Chinese import regulations, labeling requirements, and inspection standards

Logistics Alerts

Real-time logistics monitoring with early warning of delay risks

Qualification Verification

Verifying supplier and logistics provider qualifications to reduce cooperation risks

Average Logistics Cost Savings
Through supply chain optimization

5-10%

Brand Registration & Market Access

Solving general trade access challenges, ensuring compliant brand entry into the Chinese market

CORE SERVICE

GACC Registration

Overseas Manufacturer Registration Number in China

Assisting overseas manufacturers in completing GACC (General Administration of Customs China) registration to obtain registration numbers in China — essential qualifications for food, cosmetics and other categories entering the Chinese market.

- ▶ Registration document preparation and translation
- ▶ Online filing system operation
- ▶ Progress tracking and issue resolution

CORE SERVICE

HS Code Declaration

Customs Registration Code for Goods

Determining the correct HS code for goods, ensuring accurate customs declaration and correct tax rate application to avoid clearance delays or fines due to coding errors.

- ▶ Product classification analysis
- ▶ Tax rate inquiry and optimization recommendations
- ▶ Filing document preparation

i Value-added Services , e.g. special category registration, back-label testing, trademark registration, etc., charged seperately at actual cost



04

Service Fee Standards

Annual Package

A cost-effective one-stop market entry solution

ANNUAL PACKAGE

€ 6,000 /year (BCECC members € 5,500/year)

Package Details

1 Brand · 1 Category · 5 SKUs

4 CORE SERVICES,INCLUDING

- 01 Product Purchase & Pilot Sales
- 02 Event Support
- 03 Channel Referral
- 04 Market Feedback Reports

2 COMPLIMENTARY ADD-ONS,INCLUDING

- 01 Supply Chain Consulting
- 02 Brand Registration & Market Access



Cost Comparison

Average cost of independent market development

\$ 11,000-22,000/year

Our Package

Saving 80%+



Time Comparison

Average timeline for independent market development

12-18 Months

Our Package

5-6 Months



Extended Services

For SKUs exceeding 5 or value-added services such as special category registration, exclusive brand events, etc., fees will be negotiated.

Contact us now for partnership details and start your Chengdu market journey

YOUR CHENGDU JOURNEY STARTS HERE

START YOUR CHENGDU JOURNEY

Professional Team · Local Resources · One-Stop Service

Making it easier and more efficient for imported brands to enter the Western China Market

INQUIRE NOW

We look forward to partnering with you for mutual success