



PRESENTATION TO  
ITALY CHINA CHAMBER OF COMMERCE / ITALY CHINA FOUNDATION / EUCBA

**We take you to China**

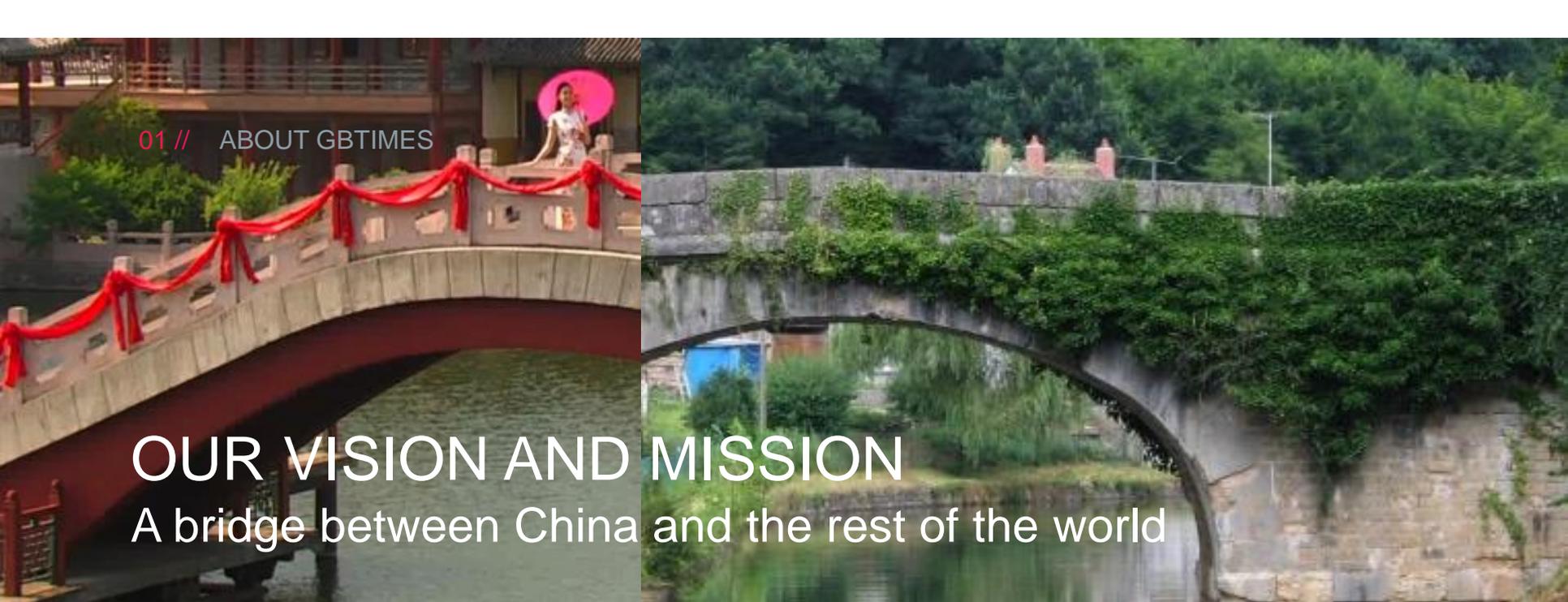
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## WHY CROSS-CULTURAL COMMUNICATION IS A MUST TODAY

- Globalization has changed the way international business is done
- Internet and social media allow people to interact directly
- This increased communication can also lead to unnecessary misunderstandings
- Cross-cultural and cross-border communication has become imperative
- Anyone expanding into international/Chinese markets faces this communications challenge
- China can pose its own particular cultural challenges to International brands
- Finding the right expert communications partner is now key to any success



# OUR VISION AND MISSION

A bridge between China and the rest of the world

**VISION:** GBTIMES is a full media company that focuses entirely on cross-cultural and cross-border interactive communication fostering better understanding between China and the rest of world.

**MISSION:** We help people and businesses, from different countries and cultures, understand how 2-way communication between them and China, will help them enter the international market smoothly and in the most cost efficient way.

ABOUT GBTIMES

# OUR STORY

- / The history of GBTIMES dates back to 1994 when working in Tradepoint Ltd. Finland, a company focused on introducing international companies to China and Chinese to the world, Mr. Zhao Yinong, the founder of GBTIMES Oy, has discovered how big misunderstanding could occur between Chinese and European partners in business communication.
- / Established in 2007, GBTIMES is a now joint venture by Guoguang Century Media Consultation Co. owned by China Radio International (CRI) - one of the three national public media organizations in China and FutuVision Ltd. - a European media company headquartered in Finland.
- / GBTIMES´ headquarters are situated in Finland, where we have offices in Tampere and Helsinki. We also have offices in China and across Europe, the Middle East and Africa (EMEA).

## OUR NETWORK & AUDIENCES



- / We produce multimedia content in 20+ languages. Our radio network covers 9 countries and we operate 2 TV channels.
- / Our web portal, [www.gbtimes.com](http://www.gbtimes.com), is produced in 12 languages and is visited from over 150 countries.
- / We also have active communities in both Western and Chinese social media platforms.
- / We possess unique access to Chinese media, including CRI's broadcasting and digital platforms. Through our operation we have also built long-standing relationships and multilevel cooperation with senior executives and officials in China.

# WHO WE SUPPORT

## EUROPE, PRIVATE

We already serve a range of clients including:

- Business
- Tourism
- Food & Drink
- Culture & Art
- Lifestyle & Fashion

## EUROPE, PUBLIC

European public organizations and institutional bodies that want to represent their members and build their presence in China.

## CHINA, PUBLIC

We serve Chinese national and provincial level public organizations that have an interest in building their brand in the West.

## CHINA, PRIVATE

In China, we target private companies wanting to offer their products and services to Western consumers.

# WHOM WE SERVE

## Our Clients

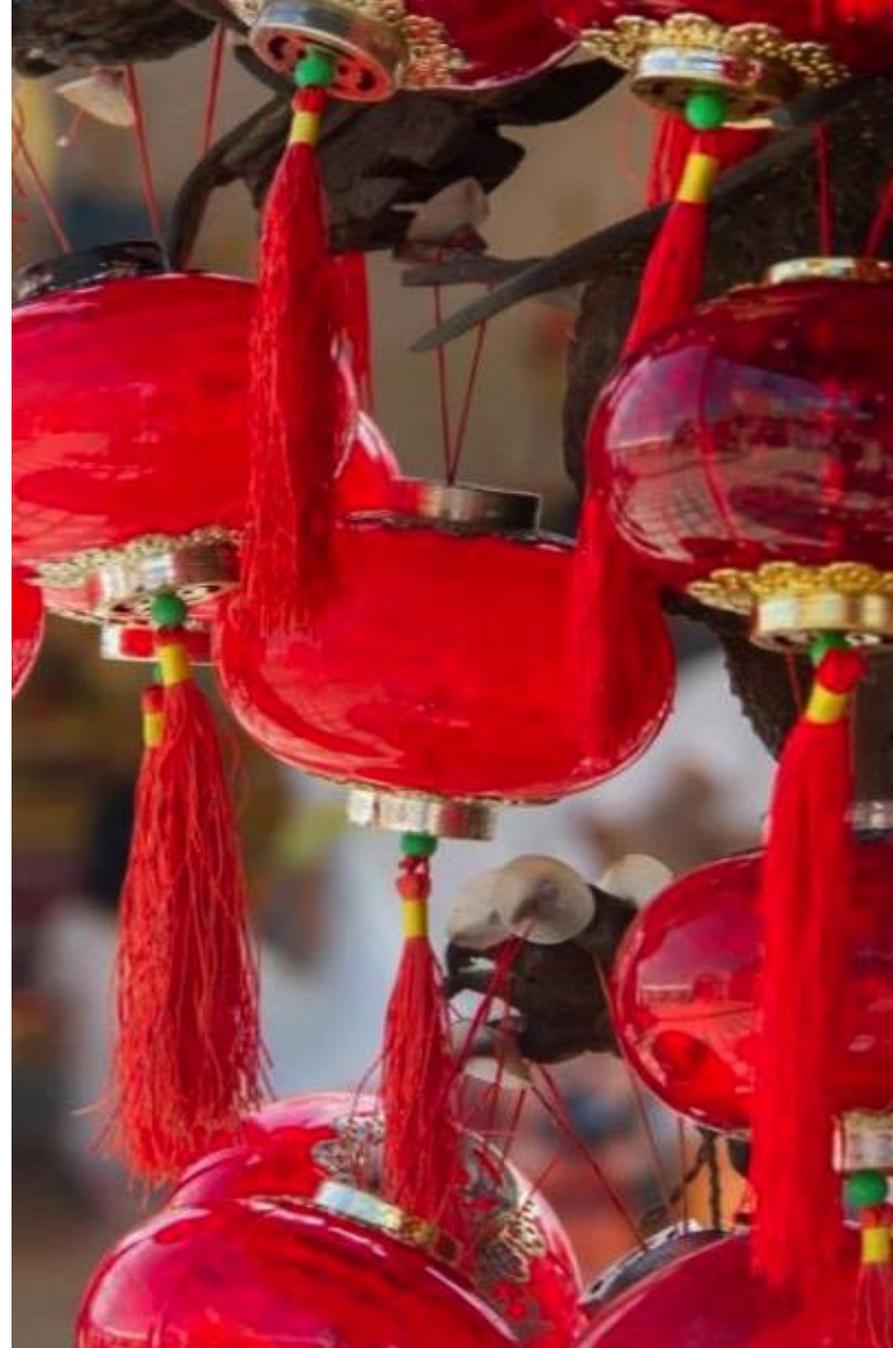


## Our Partners



# OUR COMPETITIVE ADVANTAGES

- **Our understanding the Chinese market, its cultures and its customers**
- Our understanding of the needs of our European clients
- Our rich experience in cross-cultural and cross-border communication
- Our experience in China, to help both domestic and international clients from various fields reach their sales goals
- Our existing network in China, as well as our unique position in Chinese media market
- Our special partnership with various media partners, such as CRI in China
- Our specialty in storytelling and story-led marketing, as a media group in various countries.
- Our investment in Unknown Europe helps all our clients



# Result-orientated communication solution

## Cross-cultural and cross-border communications solution 1

An effective, professional media communication method aimed at relevant Chinese target audiences to consistently enhance brand awareness. The unique elements included in our solution are:

### I. Storytelling approach

Creating engaging storytelling content for multiple purposes taking into consideration Chinese audience perceptions.

### II. Unknown Europe

Our own Chinese social media platform hosting a community of users interested in things European.

### III. Amplifying system

Based on our unique access to the Chinese media we have created this one-of-a-kind media feature.

## Manufacturer to consumer (M2C) direct sales 2

A cost-efficient approach to integrating your products into Chinese e-commerce platforms

## Offline enhanced services 3

A comprehensive list of offline services to support all business projects

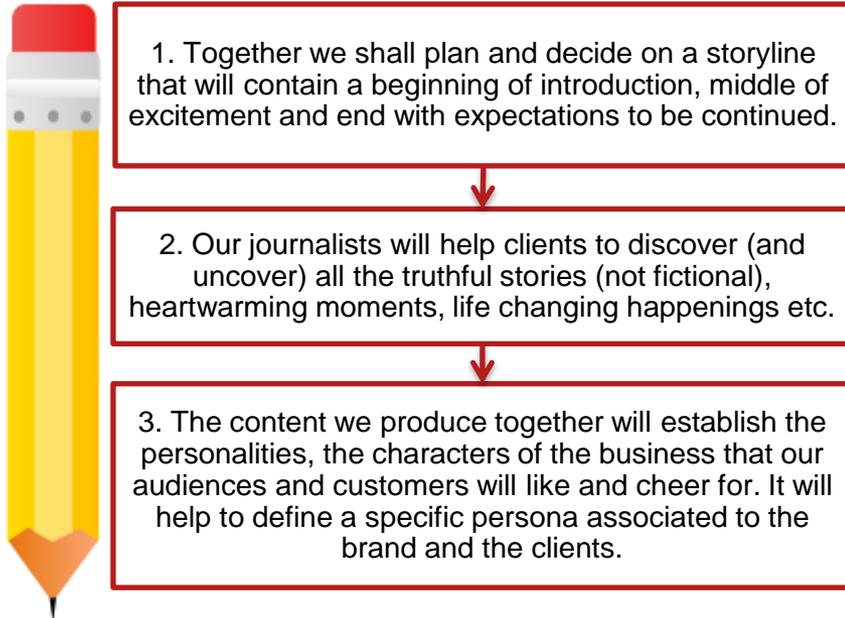
## Flat distribution network building 4

Support in taking your products from online to offline.

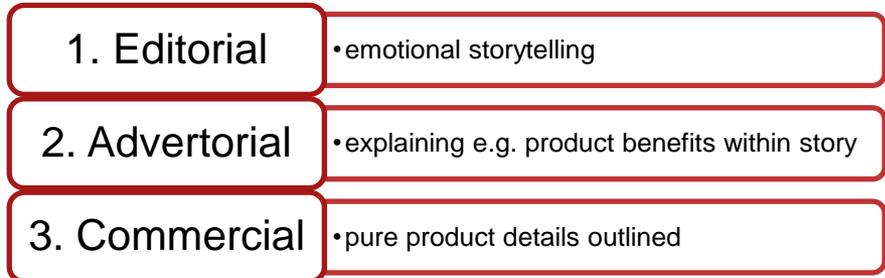
## I. STORYTELLING APPROACH TO CONTENT CREATION

■ Based on our own observations and also many studies, Chinese people enjoy emotional and exciting stories and heroic personas whose timeline they can follow through a series or a campaign. For content creation, we will apply our own storytelling approach producing content that is engaging and able to increase consumer emotional involvement, loyalty and the brand awareness in China. GBTIMES will create real content - the stories - about client and their surroundings in various formats, e.g. article, photo, audio, video and live video according to the communication needs.

■ Our storytelling strategy explained shortly:



■ Our another aspect to content creation is the division of produced content to three different categories:



■ Our professional content team puts together the right mix of editorial/advertorial content to reach maximum impact in selected media channels. The purely commercial content will be utilized for integrating the products into the Chinese e-commerce platforms (learn more on the following slides).

## II. UNKNOWN EUROPE IS GBTIMES' OWN CHINESE SOCIAL MEDIA PLATFORM



- Unknown Europe is the "go-to" channel for Chinese social media users who are interested in all things "Europe-related": People looking to find the rights facts about the European way of life.
- Unknown Europe utilizes a multichannel strategy having a presence on several Chinese social media services including WeChat, Weibo, YouKu and DouYu.
- The content of Unknown Europe consists of interesting and relevant knowledge about Europe from the topics of: business, technology, culture & history and lifestyle.
- Through publication of editorial and advertorial content we are able to build strong brand awareness to the client message on a platform hosting a community of users already interested on similar topics.



**1 billion users**

**847 million  
Monthly active  
users**

761 million daily users and  
75% of all internet users

**261 million**

**Monthly active  
Sina Weibo users**

85% of users mobile.  
Owned by Alibaba



**750 million**

**Hours watched  
monthly on Youku**

**120 million**

**Monthly active  
Douyu users**

Owned by Tencent



Source: econsultancy Q3, 2016



Service	Number of users	
	Online	Mobile
Internet	731 million (penetration 51,7%)	695 million
Shopping	448 million	401 million
Payment	455 million	424 million
Instant messaging	642 million	604 million
Videos	514 million	440 million
Live streaming	325 million	293 million (estimated)
Netnews	579 million	518 million
Travel booking	264 million	232 million

The target audience of Unknown Europe is Chinese internet and social media, and online consumers.

We believe that within each of these groups there are millions of users that are interested in European matters. They most likely have some kind of touch point with Europe, for example have visited there, have their relative study there or have a colleague from Europe etc.

Sources: ChinaInternetWatch.com  
 China Internet Network Information Center (CNNIC): "Statistical Report on Internet Development in China (January 2016)"

## BENEFITS OF USING OUR OFFICIAL WECHAT ACCOUNT

- Having a “Verified subscription account” on WeChat lets companies send out notifications to subscribers on a daily basis.
- This is better for brands as they can publish multiple more frequent messages, similar to how brands publish in the West
- A verified account needs to be set by a company that has operated in China for a number of years and has an address within China.
- By utilizing Unknown Europe platform, our clients can access Chinese social media efficiently.



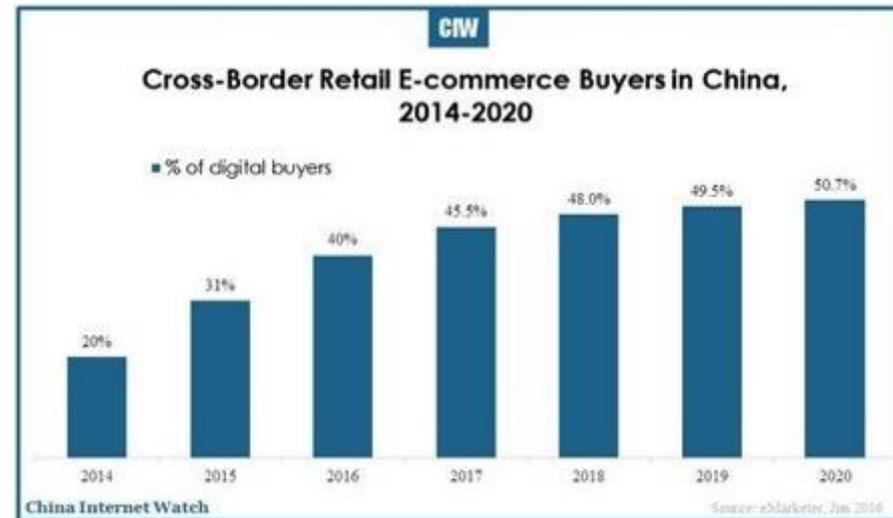
### III. AMPLIFYING SYSTEM TO REACH NEW AUDIENCES

- Amplifying system is what we have developed to offer our clients the possibility to utilize our massive media networks in China.
- Through content exchange and media PR we are able amplify the media effect and can reach new audiences for the clients' message:
  1. Through our established social media platform, we will deliver content directly to the target audience.
  2. Through our internal content exchange system, our valuable information will be forwarded to CRI's media platforms. In return, certain number of CRI's audience will be led to our social media platform.
  3. Through content exchange with Chinese national and provincial media groups we can distribute content and in return to direct part of their audience to our social media platform
  4. The content can also be distributed through our own media network globally



## CHINESE E-COMMERCE TRENDS

- Accessing the vast Chinese markets has never been easier than today. International e-commerce i.e. cross-border e-commerce allows European companies to have their products sold in China without any physical presence in the markets.
- The trend of Chinese consumers going online, mobile and cross-border offers many opportunities for European companies. By 2020, more than half of all digital buyers, will be shopping cross-border.
- Currently there are 220 million cross-border online shoppers. The Chinese consumers are attracted by the guaranteed product quality, greater assortment, and lower prices of cross-border e-commerce.



Sources: Boston Consulting Group – New China Playbook, 2016  
Finpro Finland, B2C cross-border E-commerce in China, 2015  
eMarketer.com, 2017

## CHINESE E-COMMERCE INTEGRATION

- With our Manufacturer to Consumer (M2C) direct sales solution we will integrate our client into the e-commerce platforms in China.
- We take care of the sales channel management in China and seamlessly tie it with all media efforts utilizing the content we have produced within our communication solution.
- As a unique selling feature we offer an “Unknown Europe recommendation” for client products highlighting their sales potential and connecting them with our social media platform features.



- Customers will be able to order directly, through the channel products from the client. We will not be interfering with the ordering process, but facilitate and help the communication.



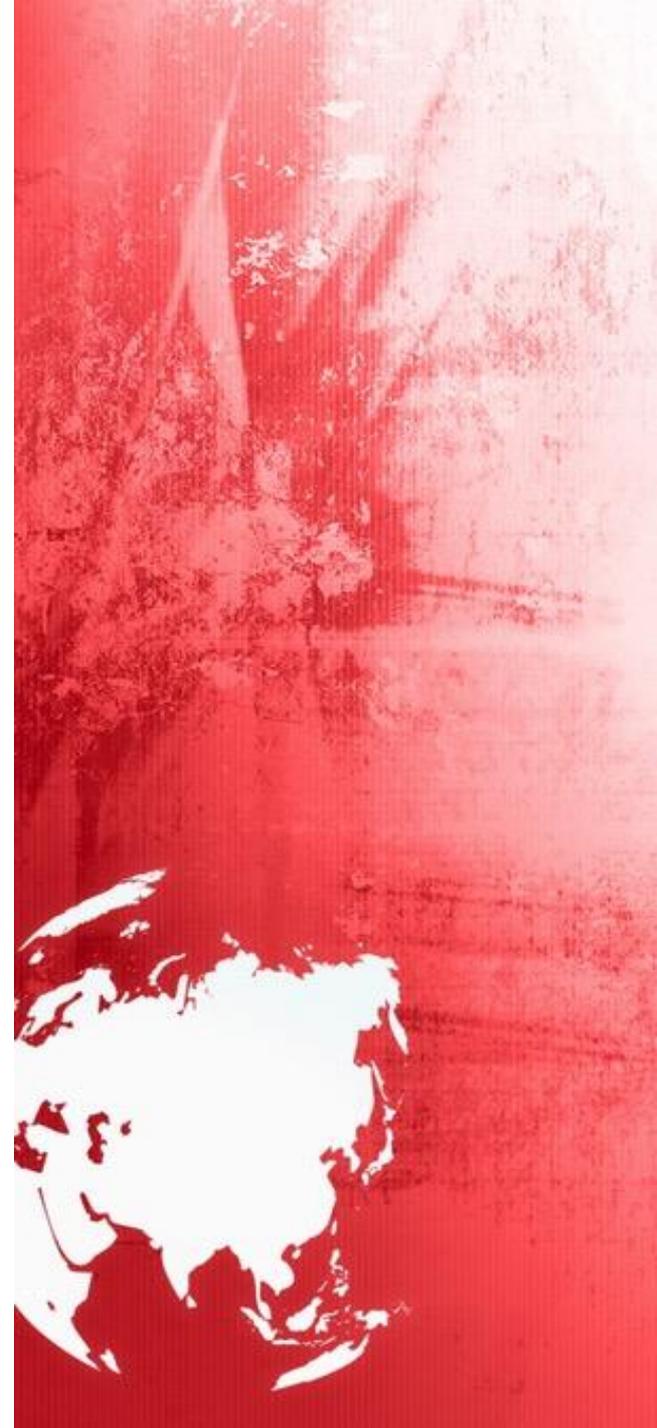
## IMPORTANCE OF OFFLINE

- Many findings and real life experiences prove that any media campaign or sales effort in China needs to be supported with proper offline activity to ensure success.
- According to WeChat's own research, "detached execution" was the most common challenge that Western brands faced when using their services for the first time.
- Many reasons cause the detachment gap to appear: language differences, physical distance to service providers and above all, lack of understanding of Chinese markets and Chinese consumers behaviour.
- Also despite the rise of online sales, the role of offline elements in purchase processes and decisions is still strong in China:

Some 40% of online sales are believed to be assisted sales and more than 70% of Chinese customers use customer service before placing an order.

- According to research by Boston Consulting Group, before Chinese consumers decide to make a purchase, they make contact with a product through seven different touch points, such as store displays, product promotions or social media comments.

Sources: WeChat Italy – Digital Retex research, 2016  
Finpro Finland, B2C cross-border E-commerce in China, 2015  
Boston Consulting Group – New China Playbook, 2016



## HOW WE SUPPORT OUR CLIENTS

- To support our communication and M2C solutions, we have established a unique offering of offline enhanced services to ensure the success of any Chinese business project. The principal idea behind these services is that we want to serve our clients as their "foreign representative office or desk" in China. The list of services includes, but is not limited to:

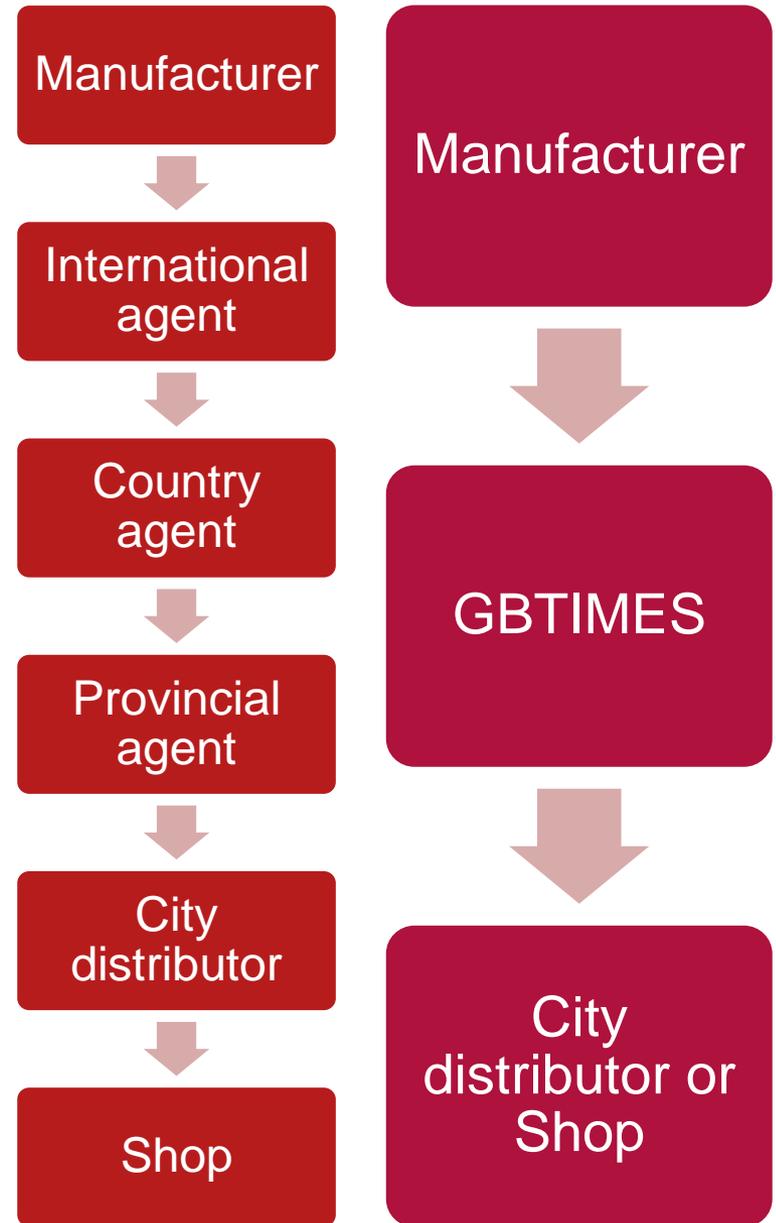


1. **Chinese language support:** We serve the client in any Chinese language related needs.
2. **Customer call-center and service center:** Our professional staff in China is ready to serve your target customers. The call-center works in close co-operation with the social media service support for any needed immediate reaction.
3. **Product experience center:** This service is both open for customers as well as any sales agents working to promote the products.
4. **Sales promotion center:** We plan and produce sales promotion campaigns for the client in the form of road-show campaigns, pop-up events, tastings, fair event promotions, fashion shows etc. The sales promotion projects are seamlessly connected with the online promotion work.
5. **Media buying:** We are a uniquely placed media owner and service provider in China. Preferential advertising rates are available.
6. **Stakeholder management:** We serve our clients as their representative when it comes to lobbying any important cause towards the decision makers as well as reaching out to key opinion leaders (KOL).

### O2O - ONLINE TO OFFLINE

- The flat distribution network is our O2O-solution. This means Online users to Offline stores. In China, there is a growing trend of cross-border e-commerce operators setting up traditional stores to reach more market segments.
- We can also offer our services in building a flat distribution network within China, to serve all clients. This means going directly to the local decision makers and having the product on market shelves.
- This service can be implemented once brand awareness has increased and a significant sales volume has been achieved. The initiative can come from a local distributor having heard of the brand success, or we can approach locals systematically with the help of our partners in cities and provinces.

## TRADITIONAL VS. FLAT DISTRIBUTION NETWORK



# SUMMARY OF OUR SOLUTION DELIVERABLES

We offer much more than just a traditional media communication in China. Together our solutions comprise of a unique result-orientated “4 in 1” cross-cultural and cross-border communications solution.

We produce journalistic storytelling content and use it to engage people on social media platforms.

We integrate the products into Chinese e-commerce platforms.

We offer a full list of enhanced offline services to support all media and sales operations in China.

We offer flat distribution networks for the products.

**RESULT:**  
Brand awareness, sales, new market, business opportunities, partners etc.

### 03 // SUMMARY

- ✓ We have rich experience in cross-cultural and cross-border communication and are able to utilize it for the benefit of our clients.
- ✓ We understand the European clients and have developed our solution to match their needs. Our solution is easily approachable and adjustable to any type of company or organization.
- ✓ We understand the Chinese market, its cultures and its customers. We are able to tell your story in a way that is attracting and engaging to the target audience.
- ✓ We have efficient ways to integrate the client's product selection into the Chinese e-commerce platforms in a way that makes the products stand out from the crowd thus producing actual sales.
- ✓ Having a strong presence in China, we are able to offer a unique selection of offline enhanced services to our clients.
- ✓ Our existing network in China, as well as our unique position in Chinese media market allows us to gain unprecedented benefits to any media or business projects. Everyone of our clients benefits from this investment

# THANK YOU

For further details please contact

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