

COOPERATIONS IN ASEAN

东盟区域经济合作模式初探

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企业简介

3rd
ASIA PACIFIC
PRECIOUS METALS
C O N F E R E N C E
9-11 June 2019
PARKROYAL on Beach Road, Singapore

Over 200 tons the production of pure gold jewellery per year contributing 1/5 in pro

年产量超200吨 每5件有1件產自百泰

PRODUCTION CAPACITY

企业规模

Wholesale 生产批发 Retail 零售加盟 Collection 文化典藏 Investment 银行投资

BUSINESS MODELS

经营业务

Cooperate with worldwide designer and institutes. Xifu Worldwide Design Contest

全球设计师合作 及国际设计艺术 院校 创新联盟 "囍福"国际设计大

INNOVATION PLATFORM 研发平台



华四七千

Member of Shanghai Gold Exchange

上海黄金交易所 综合类会员单位

TRADING QUALIFICATION 交易资质

国内经销商(prc distributors): 周大福(CTF)、六福珠宝(LUKFOOK) 金融机构(F.l.): 建设银行(CCB)、工商银行(ICBC)

海外经销商(overseas distributors):
SK (Singapore)

Tomei (Malaysia)

DISTRIBUTORS 渠道合作商

Standards Setting 制定标准

Co-founded "Precious Metal and Jewelry and Jade Ornaments Strandard Union"(MJSU) which has been appointed as the "First Secretary Unit" of "National Jewellery Standards Technical Committee" (SAC/TC256) 联合发起筹建"贵金属及珠宝玉石饰品企业标准联盟"并被指定为"首届秘书长单位" 全国首饰标准化技术委员会(SAC/TC256)委员单位 深圳市分析测试协会珠宝首饰委员会委员单位





Shenzhen Headquarters 深圳总部基地 (175,748㎡) Hangzhou Eastern Base 杭州东部基地 (88,701㎡) Tianjin Northern Base 天津北部基地 (122,359㎡)

COOPERATE with ASEAN

东盟合作









9-11 June 2019

PARKROYAL on Beach Road, Singapore

Neighborhood 合作国家

近邻

Countries we're working with

We work with Singapore in the very beginning, and then Malaysia and Thailand where a lot of overseas Chinese residing in

先期于与华人文化同源的 新加坡、马来西亚、泰国 等国家落地生根

Model we're entering into Retail 合作模式

零售

Situated in Hong Kong as the trading window to work with top corporations in ASEAN.

婚嫁

Wedding

以香港为窗口 携手东盟国家 龙头企业进行战略合作 Popular products we're introducing 畅销产品

Mainly introducing popular traditional and modern wedding-style pure gold jewelries to satisfy the needs of the market

以婚庆类、满足当地普世 情感需求的黄金文化臻品 为主

OVERVIEW

合作概况

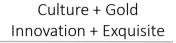
CASE STUDY

案例分享



文化为媒 跨越国界

将一流设计与东盟国家文化相融合 ,再辅以匠心匠艺,打造深具文化 内涵与审美价值的黄金臻品。



In the combination of best designs with cultures of ASEAN countries, plus the exquisite techniques to craft cultural-based pure gold jewelleries.







匠心匠艺 精工细作

文化+黄金 创意+精工



9-11 June 2019
PARKROYAL on Beach Road, Singapore







Wedding Jewelry 婚嫁首饰

——Popular in ASEAN

——畅销东盟国家





Modern "Dragon and Phoenix" Bangles

摩登龙凤手镯

The bangles is innovatively designed in referencing to traditional "Dragon and Phoenix" wedding style. They are recorded as over 400K Singapore dollars revenue
以经典龙凤元素进行设计
年销售额220万元以上









Dizi Gui - A Guidelines for Children 《家风•弟子规》

Gold Award in Chinese Creative Arts and Crafts at the 10th International Cultural Industries Fair 2014. It has been sold for 128k Singapore dollar in an art auction

荣获第十届"中国工艺美术文化创意奖"金奖 并于新加坡进行时尚拍卖首本获拍12.8万坡币

ASIA PACIFIC PRECIOUS METALS C O N F E R E N C E 9-11 June 2019 PARKROYAL on Beach Road, Singapore

MARKET DIFFERENTIATION 产品差异性



Popular products in ASEAN 东盟畅销款式

The market tends to traditional style more than 40 grams in weight

传统文化韵味 **追求厚重感 克重**40g+



Popular products in PRC 国内畅销款式

The market looks for more western styles less than 10 grams in weight

崇尚西洋文化 追求小而轻 克重10g以下 PROSPECTS

未来展望







THANK YOU 谢 谢 聆 听