

COOPERATIONS IN ASEAN

东盟区域经济合作模式初探

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百泰集团
BATAR GROUP



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

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
“禧福”国际设计大
赛

INNOVATION PLATFORM

研发平台

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.I.) :
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 Standard 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

3rd ASIA PACIFIC
PRECIOUS METALS
CONFERENCE
9-11 June 2019
PARKROYAL on Beach Road, Singapore



Shenzhen Headquarters
深圳总部基地
(175,748m²)



Hangzhou Eastern Base
杭州东部基地
(88,701m²)



Tianjin Northern Base
天津北部基地
(122,359m²)





**3rd ASIA PACIFIC
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Neighborhood

近邻

**Countries we're working with
合作国家**

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

婚嫁

Wedding

**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

Retail

零售

**Model we're entering into
合作模式**

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

以香港为窗口
携手东盟国家
龙头企业进行战略合作

OVERVIEW

合作概况

CASE STUDY

案例分享



文化为媒
跨越国界



Culture + Gold
Innovation + Exquisite

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

国际创意
融合创新

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。



匠心匠艺
精工细作

文化+黄金
创意+精工

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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·弟子規》

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

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



THANK YOU
谢谢聆听
