

# 中國投資協會

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## **Notice of Guidelines 2021 for Going Global of Chinese Enterprises and Belt & Road Service**

10<sup>th</sup> March 2021

To whom it may concern,

The COVID-19 pandemic has led growing uncertainties in global economic development. Enterprises are facing many serious risks in their international operations, resulting in countries around the world introducing tough measures through domestic legislations and international co-operations.

The global economy has plunged into recession, causing a contraction in international trade and investment. Against such a backdrop, China is working closely with the Belt and Road countries, applying the principle of extensive consultation, joint contribution and shared benefits, embracing the philosophy of open, green and clean cooperation, and adopting a high-standard, people-centred and sustainable approach to resolving current problems in global development, eliminating poverty, increasing employment, and improving people's lives, thus delivering real benefits to the people of related countries.

Due to uncertainties brought by the pandemic and of profitability of on-line business, budget contraction and other factors, the relationships between enterprises and their customers reach a fragile and low point. Some enterprises have gathered pace in exploring online operations, but the results have fallen far short beyond their expectations.

International operations are complicated, thus enterprises are greatly in need of getting support from professional service providers or platforms. They have to face not only challenges from local laws and regulations, tax policies and market environment, but also differences in the management of foreign employees and customs. When Chinese enterprises "go abroad" and make acquisitions, they need to pay attention to both the cost of acquisition and that of integration in later stage. They should endeavor to conduct in-depth investigation and evaluation before "going abroad", and achieve the combination of industry and finance with the help of experienced and competitive service providers, research institutes, outstanding enterprises, industrial parks, government agencies and other professional platforms to achieve successful project implementation.

In order to support Chinese enterprises "go abroad" and participate in the Belt and Road Initiative, the China Investment Association has published the Guidelines for Going

Global of Chinese Enterprises and Belt & Road Service (hereinafter referred to as the Guidelines) for six consecutive years since 2015. The Guidelines cover not only the latest speeches of government leaders, relevant policies, and recommendations from experts in various fields and industries, but also information about recommended professional platforms such as excellent service providers, research institutes, enterprises, industrial parks and government agencies, as well as the investment environments of nearly 100 countries along the Belt & Road. The Guidelines series have been well appreciated by Chinese enterprises and relevant government leaders and experts.

In response to market demand and the needs of Chinese enterprises, the China Investment Association has published Guidelines 2021 in its continued efforts to provide Chinese enterprises and organizations that intend to invest and operate in other countries and participate in the Belt & Road Initiative with detailed information about the speeches of national leaders, the latest policies and measures, the opinions or recommendations of relevant experts and advisory bodies, new co-operation projects and opportunities.

Specific work for editing and publishing the Guidelines 2021 will be continue undertaken by Quanjian Yanke (Beijing) Information Consultation Center, an executive member of China Investment Association International Investment Committee and relevant enterprises are welcome to voluntarily participate in and support the editing and publishing of the Guideline 2021. Please refer to the following related matters.

Attachment I: The Contents to be Edited and the Explanation

Attachment II: Contract

**International Investment Committee of China Investment Association**



Attachment I:

**Main Contents and Related Explanations to the Guidelines 2021**

**I. Main Contents:**

- (1) Speeches of leaders: publishing selected important speeches of the country leaders on Global investment and trade events
- (2) Policies and Regulations: the latest policies, regulations and management methods on Going abroad and the construction of Belt & Road.
- (3) Expert Forum: Discussions of experts from key investment countries (regions), hot spot industries, key enterprises and related service organizations on skills and methods in the construction aspect of Belt & Road.
- (4) Analysis on investment environment: Introduction about the investment environment of the countries along the Belt & Road.
- (5) Achievements Display: displaying developed results and excellent enterprises in each field.
- (6) Recommendation of Excellent Service Organizations: Recommendation of Related Service Providers.

(7) Project Cooperation: Introduce Investment and Cooperation Projects and Opportunities

**Publication Specifications:** 210mmx285mm, standard format, copperplate paper

## II. Services Provided:

(1) The Guidelines 2021 will be continue dispatched to state and local authorities, international cooperation agencies, relevant associations and societies, service departments and key enterprises domestically and abroad.

(2) The Guidelines 2021 will be continue presented to the key Chinese business agencies overseas, foreign Embassies in China and service agencies based in China.

(3) The Guidelines 2021 will be continue presented to exhibitions, seminars, trade fairs domestically and abroad.

(4) Participants of the Guidelines 2021 will continue have their priority for cooperation at the conferences, projects promotion and subject research.

(5) Participants of the Guidelines 2021 will be continue provided with the latest information on overseas investment and financing.

## III. Price and Main Service Contents of Participation.

**Ordinary Modality:** RMB 28,000 yuan.

Main service contents: Single colorful page in the Guidelines 2021.

**Prime Modality:** RMB 56,000 yuan.

Main service contents: Two colorful pages in the Guidelines 2021.

**Before the Index Page:** RMB 60,000 yuan.

Main service contents: One colorful page before the index page of the Guidelines 2021.

**Co-Organizer:** RMB 88,000 yuan.

Main service contents: Two colorful pages in the Guidelines 2021, and publish organization's name and logo on front cover of Guidelines 2021. Inviting a leader as the editorial deputy director of the Guidelines 2021, this leader's name will be published with other China governments' leader names before the index page of the Guidelines 2021. Publish an article (3000 Chinese characters) on expert forum of the Guidelines 2021.

**Back cover:** RMB 120,000 yuan.

Main service contents: One colorful page as back cover and publish organization's name and logo on front cover of Guidelines 2021. Inviting a leader as the editorial deputy director of the Guidelines 2021, this person's name will published with other China governments' leader names before the index page of guidelines 2021. Publish an article (3000 Chinese characters) on expert forum of the Guidelines 2021.

**Front cover:** RMB 180,000 yuan.

Main service contents: One colorful page as front cover of the Guidelines 2021. Inviting a leader as the editorial deputy director of the Guidelines 2021, this person's name will published with other China governments' leader names before the index page of guidelines 2021. Publish an article (3000 Chinese characters) on expert forum of the Guidelines 2021.

**Attachment II**

**Contract of the Guidelines 2021  
for Going Global of Chinese Enterprises and Belt & Road Service**

Filing ref no.:

Date:

Organization Name				Legal Rep.	
Contact		Tel		Fax	
Email				Post Code	
Address				Industry	
Modality of Participation					
Total amount					
Remarks					

**Guidelines 2021 will be distributed to the following organizations:**

- A. State and local authorities, international cooperation agencies, relevant associations and societies, service departments and key enterprises domestically and abroad.  
 B. Chinese business agencies abroad, most of the Foreign Embassies in China and service agencies based in China.  
 C. Exhibitions, seminars, trade fairs in China and abroad.

**Instructions of Agreement:**

1. A corresponding position for promotion in the Guidelines 2021;
2. Two complimentary copies of the Guidelines 2021 after its publication;
3. Timely update on project and policy information via fax, phone, etc.;
4. Invitations to investment events hosted by the International Investment Committee of China Investment Association;
5. Support for establishment of overseas offices, communication on projects, and access to business information;
6. Opportunities to initiate activities or meetings with the Association on opening up the Belt and Road markets;
7. Invitations to visit relevant enterprises or projects;
8. Editorial board membership of the Guidelines 2021 for one of your executives.

**Appointed account:**

Beneficiary Bank: Industrial And Commercial Bank Of China Beijing Yongding Road North  
 Sub-Branch  
 Address: No.79 Fu Cheng Road, Haidian District, Beijing, China.  
 Swift Address: ICBKCNBJBJM  
 Account Number: 0200 2019 0920 0033 027  
 Name: Quan Jian Yan Ke (Beijing ) Information Consultation Center  
 Address: Block A, No. 115, Yongding road, Haidian District, Beijing, China.  
 CNAPS Code: 102100000499.

**Address:** 1217 room, Building A of GuoHong Mansion, Jia 11 Muxidi North lane,  
Xicheng  
District, Beijing, China 100038  
**Tel:** 0086-10-68420655  
**Fax:** 0086-10-68420655  
**Contact:** Hou Qianghui  
**Mobile:** 86-13601126670  
**Web:** <http://www.iac.org.cn>  
**Email:** ydylzn@163.com

**Participant Signature:**

