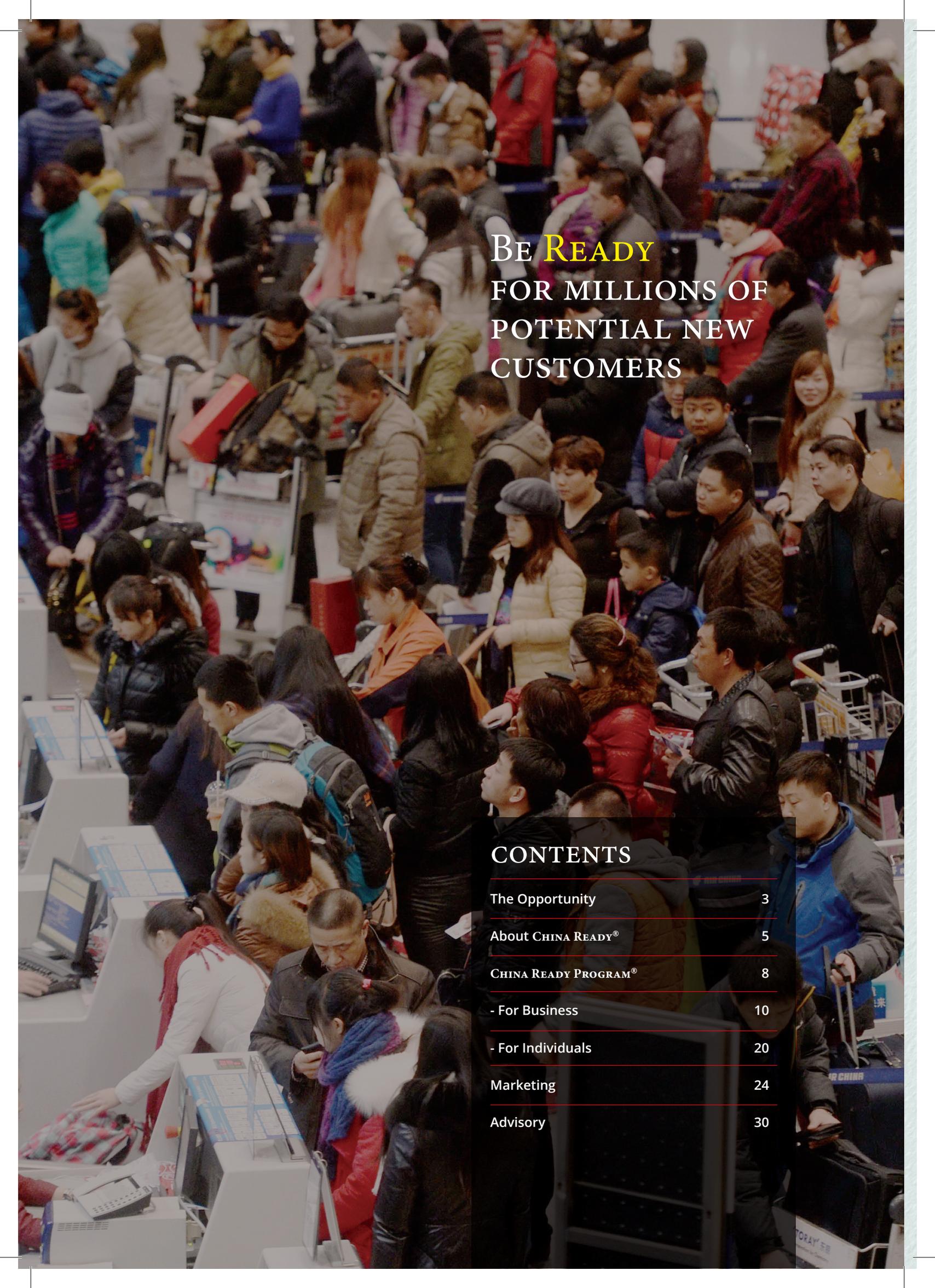


BE **READY**
FOR THE CHINA OPPORTUNITY
把握中国机遇



**READY
& ACCREDITED®**

中国消费者值得信赖的服务和产品
Products & Services Chinese Consumers Can Trust



BE **READY**
FOR MILLIONS OF
POTENTIAL NEW
CUSTOMERS

CONTENTS

The Opportunity	3
About CHINA READY®	5
CHINA READY PROGRAM®	8
- For Business	10
- For Individuals	20
Marketing	24
Advisory	30

BE CHINA READY®

China's rapid economic expansion has created an affluent new generation that is searching the world for products, experiences, education and investment.

CHINA READY® is a Chinese Government and industry-endorsed service that equips you to welcome, understand and successfully engage with these people, giving you easier access to the world's largest consumer market.

“ OVER THE NEXT 5 YEARS
CHINA WILL IMPORT
USD **\$10 trillion**
OF PRODUCTS

CHINA'S FOREIGN
INVESTMENT WILL REACH
USD **\$500 billion**

OUTBOUND TOURISM IS
LIKELY TO EXCEED
400 million”
VISITS

- CHINA'S PRESIDENT XI, 7 APRIL 2013

HOW CHINA READY® CAN HELP



TRAINING AND ACCREDITATION

培训与国际标准质量认证

Our world-class training gives you the skills to better engage, serve and satisfy Chinese customers. Plus, gain a valuable business Accreditation that is recognized globally as a sign of quality, reliability and respect.



MARKETING OPPORTUNITIES

品牌公关与传播

CHINA READY ACCREDITATION™ opens the door to marketing initiatives and media that will expose your brand, products and services to millions of affluent and responsive Chinese people, including the customers of UnionPay.



GLOBAL ADVISORY SERVICE

关于我们

The CHINA READY Group has an extended family of influential corporate partners and professional advisers that can benefit our clients enormously. Want introductions to the people that matter? Need to find a way through bureaucracy? Just ask.



ONLY CHINA READY® HAS THE ESSENTIALS FOR SUCCESS

CREDIBILITY



CHINA READY® is the owner and worldwide controller of the CHINA READY & ACCREDITED® Global Quality Service Certification Scheme and its associated trademarks that help Chinese people identify products and services they can trust. We have the only Program of its kind to be overseen and approved by high-ranking Chinese government officials and business executives.

We are partnered with some of China's most influential companies, including UnionPay, with over 4 billion cards in use throughout the world.

In a culture where authority and reputation are paramount, no-one is better credentialed than CHINA READY®.

CONNECTIONS



CHINA READY® is more than a training and accreditation service.

Our business advisory network connects you to genuine experts who know the nuances of China commerce and can help open doors for you.

Through our partners such as the multi-media networks of China's official Government News Agency, Xinhua International, and our own Chinese website, we are able to put you in touch with millions of affluent customers.

CULTURAL UNDERSTANDING



Helping other cultures understand how Chinese people think, act and do things is a key aspect of our service. Our training in this area is provided through 'Chinese eyes', so you can depend on its authenticity and accuracy.

Delivered online and face-to-face by our internationally renowned training partners Kaplan and Laureate, CHINA READY® training provides lessons and insights that remain with you.

CHINA READY®
IS YOUR GUIDE
TO CHINA
THROUGH
'CHINESE EYES'

我们为您指路



WHAT CHINA SAYS

“ I feel very grateful for what CHINA READY® does, as they make us feel more confident that the service quality in international destinations will be better aligned with Chinese travelers' expectations in the future. CHINA READY® has assisted us with things we are unable to do and has our full support. ”

Mr. Cang Dingyu
Managing Director, China International Travel Service (CITS) Shanghai, Vice President, Shanghai Travel Agents Association

“ Each business and organization needs to receive a consistent and pre-determined level of training and quality accreditation so Chinese people can know that they will receive the same quality service standard no matter where they are in the world. We hope that through the CHINA READY PROGRAM® global industries in tourism, shopping, restaurants and related sectors will become properly equipped to provide the consistent level of quality service Chinese travelers want. ”

Mr. Dong Bo
Global Chief Marketing Officer, China Eastern Airlines, China

“ The CHINA READY PROGRAM® has been developed by true China experts and is very meaningful because it receives recognition here in Beijing. This gives it a special status and I believe those global businesses who become CHINA READY & ACCREDITED® will become the most sought after by Chinese consumers when selecting products and services. ”

Dr. Yuan Cai
Former Minister for Education and Former Minister for Chinese Overseas Affairs

“ Chinese people are different from Western people and have their own unique customs and preferences. The CHINA READY PROGRAM® provides a very good professional platform helping non-Chinese individuals and businesses how to better welcome, understand and engage with Chinese visitors. ”

Mr. James Zhang
Vice-President, Jin Jiang International Hotels, China



A woman in a red and gold traditional Chinese qipao is shown in profile, holding a long wooden pole that supports a glowing, ribbed lantern. The scene is set in a dark, ornate room with traditional Chinese architectural details, including a stone lion sculpture on a pedestal in the background. The lighting is warm and focused on the lantern and the woman's attire.

CHINA ACCREDITED GLOBAL

A GUIDING LIGHT AND AN ANCIENT TRADITION

传承历史文化

In ancient times, the Chinese used lanterns to guide people to safety. In the same way today, the CHINA READY® lantern shines a light on Western products and services Chinese people can rely upon – and shows Western organizations the way to capitalize on the China opportunity.

The practice of accreditation is also part of a centuries-old Chinese tradition. It goes back to the days when an inscription was positioned above the entry door of shops and commercial enterprises to identify merchants who provided trusted products and services.

This inscription in Chinese is a part of the CHINA READY & ACCREDITED® logo and means 'products and services Chinese consumers can trust'.

QUALITY SERVICE CERTIFICATION

A COMFORT FOR CHINESE CUSTOMERS

护航合法权益

The CHINA READY & ACCREDITED® Certification Trade Mark proves your business has been thoroughly assessed against an internationally approved set of criteria.

This includes credibility, Chinese cultural understanding, adherence to the CHINA READY® code of conduct, transparency, in house complaint handling processes, Chinese consumer protection, insurance, truthful advertising, anti-discrimination and safety.

A SYMBOL OF INTERNATIONAL QUALITY

国际标准质量认证

The CHINA READY & ACCREDITED® Quality Service Certification Scheme (QSC), and its associated Certification Trade Mark is officially approved by major governments around the world - including the United Kingdom, United States of America, Canada, Australia and New Zealand - together with approval by each country's relevant consumer protection and fair trading agency.

The CHINA READY® Trade Mark is also approved and protected in the European Union (EU) through the International Bureau of the World Intellectual Property Organization (WIPO) under the Madrid Agreement and Protocol.

Citizens of these states and countries have their own quality assurance symbols that they can rely on - you'll be familiar with many of them.

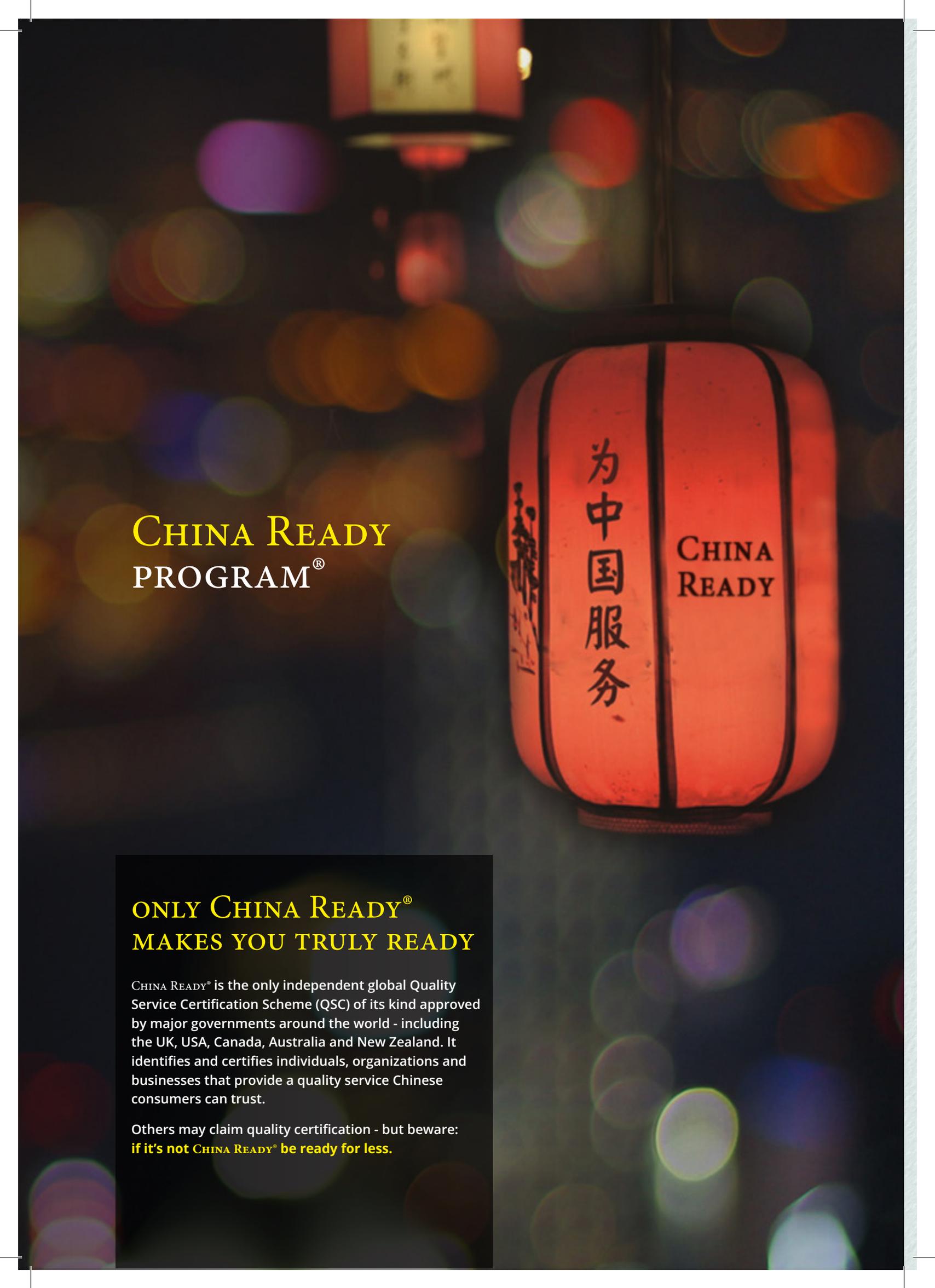


CHINA READY CERTIFICATION™ also signifies Western government support and protection of Chinese consumer and business rights. Western governments responsible for granting approval of the CHINA READY & ACCREDITED® Quality Service Certification Scheme can enforce compliance in whichever country the CHINA READY® certified enterprise is located.

This translates into a huge degree of comfort, trust and value for the Chinese consumer.



For the Chinese, the CHINA READY & ACCREDITED® Certification Trade Mark carries the same credibility, trust and assurance as these other Trade Marks hold throughout the Western world.



CHINA READY PROGRAM[®]

ONLY CHINA READY[®] MAKES YOU TRULY READY

CHINA READY[®] is the only independent global Quality Service Certification Scheme (QSC) of its kind approved by major governments around the world - including the UK, USA, Canada, Australia and New Zealand. It identifies and certifies individuals, organizations and businesses that provide a quality service Chinese consumers can trust.

Others may claim quality certification - but beware:
if it's not CHINA READY[®] be ready for less.

CHINA READY PROGRAM[®]

TRAINING AND ACCREDITATION FOR BUSINESSES AND INDIVIDUALS

CHINA READY TRAINING AND ACCREDITATION[™] prepares people and businesses for the opportunities and challenges of engaging with China and the Chinese.

CHINA READY[®] provides insightful, involving and memorable teaching, combined with a globally recognized certification that boosts the 'Chinese appeal' of both individuals and organizations.

You'll benefit from increased marketing exposure, an immediate and ongoing boost to business credibility and a competitive advantage that is likely to increase your share of Chinese business.



BUSINESSES AND ORGANIZATIONS

If you're a business or organization that wants to capitalize on the China opportunity, becoming CHINA READY & ACCREDITED[®] is a great starting point for your strategy. Being CHINA READY & ACCREDITED[®] assures Chinese customers that you're a quality supplier and makes you a more attractive business in their eyes.



INDIVIDUALS

As well as being the foundation of CHINA READY[®] business accreditation, CHINA READY SPECIALIST TRAINING AND ACCREDITATION[™] is also available to individuals that want to improve their engagement with Chinese people either socially or for occasional business opportunities.



TRAINING AND ACCREDITATION FOR BUSINESSES AND ORGANIZATIONS



“ China is today the fastest growing tourism source market in the world. In 2012, China surpassed Germany as number one in terms of spending in travel abroad, a position it has consolidated over the last two years. To maximize the potential of the Chinese market, there is, though, a clear need for greater understanding of China today as a means of appropriately and effectively meeting the needs of the Chinese traveler... Initiatives such as CHINA READY & ACCREDITED® will contribute to the further healthy nurturing of this significant market. ”



Dr. Taleb Rifai
Secretary-General, United Nations World Tourism Organization

CHINA READY ACCREDITATION™ GIVES YOUR BUSINESS CHINESE-APPEAL

CHINA READY & ACCREDITED® organizations have a ‘special something’ that Chinese people look for when dealing with new businesses: official endorsement.

This approval is a great comfort for Chinese buyers and is part of a tradition that goes back thousands of years to the days when Chinese merchants had inscriptions over their doors identifying them as providers of trusted products and services.

Today CHINA READY & ACCREDITED® businesses can be easily identified by the internationally recognized CHINA READY & ACCREDITED® Trade Mark, which all accredited businesses can widely display. You’ll also have a presence on the CHINA READY® China Website, where Chinese people go to look for reliable product and service providers.



An International Symbol of Quality

国际标准质量认证

Like many well-known quality assurance symbols, the CHINA READY & ACCREDITED® Quality Service Certification Scheme (QSC), and its associated Certification Trade Mark is officially approved by major governments around the world.





ALL CHINA READY & ACCREDITED® BUSINESSES WILL RECEIVE:

Global Accreditation

Worldwide recognition as a quality provider of products and services that Chinese people can trust - a competitive advantage that is likely to increase your share of Chinese business

CHINA READY® Trade Marks

You'll have the right to use the CHINA READY® Trade Marks in your own marketing

Presence on the CHINA READY® China Website

Where Chinese consumers can learn about your brand, products and services

CHINA READY® Point of Sale Collateral

CHINA READY® point of sale collateral for your premises plus assistance with UnionPay implementation

Marketing Opportunities and Useful Connections

CHINA READY ACCREDITATION™ opens doors to many marketing opportunities - plus, our extended family of experts can help smooth the way for your business ambitions in China

CHINA READY Specialist Training™

Training that equips your staff to engage with and satisfy the unique needs of Chinese customers

CHINA READY eNewsletter™

Our eNewsletter provides you with regular China insights and updates from a Chinese perspective

CHINA READY Mandarin-English Helpline™

The CHINA READY Mandarin - English Merchant Helpline™* maximizes the opportunity for smooth communication between Chinese customers and CHINA READY & ACCREDITED® businesses, and enables the business to address any issues or miscommunication that may arise with Chinese customers
*additional charges for use of the Helpline may apply



BECOMING ACCREDITED

If it was easily acquired, CHINA READY ACCREDITATION™ wouldn't carry the respect and trust it does.

To enjoy the benefits of CHINA READY ACCREDITATION™ you must first agree to comply with our accreditation criteria, the core elements of which are shown below.



Your business must also agree to comply with the global Quality Service Certification (QSC) and accreditation requirements of the CHINA READY PROGRAM.®

This provides a guarantee for Chinese consumers that your business will treat them with respect and understanding and deliver a pre-determined level of service quality, safety, and compliance with all laws relevant to your country of operation.

If you can prove you already meet with these criteria, you can apply directly for Accreditation. However most organizations choose from one of our three ready-made packages, which make the qualification process very straightforward.

*additional charges for use of the Helpline may apply



OUR READY-MADE PACKAGES MAKE IT EASIER TO BECOME CHINA READY & ACCREDITED®

Our three ready-made packages encompass training, translation and business support, as well as marketing options that can be tailored to your needs. These services equip your organization with the skills and credentials you need to successfully engage with Chinese people.

Marketing a priority?

CHINA READY ACCREDITATION™ opens doors to marketing opportunities with some of China's leading brands and media organisations. If marketing is a priority for your organization, we recommend either the Standard or Premium package.

PREMIUM

All you'll ever need

FULL PAGE
brand profile on the
CHINA READY® China Website

Online analytics to
monitor your growing
popularity

Market Intelligence Reports

Media coverage
(priority access to
partnership opportunities)

Up to **8** person
CHINA READY Specialist
eLearning™

1800 WORDS
translated into Chinese and
edited for maximum relevance
for use on your website

ENQUIRE NOW

STANDARD

Most popular

HALF PAGE
brand profile on the
CHINA READY® China Website

Online analytics to
monitor your growing
popularity

Up to **4** person
CHINA READY® Specialist
eLearning™

1500 WORDS
translated into Chinese and
edited for maximum relevance
for use on your website

ENQUIRE NOW

ENTRY

Starting out

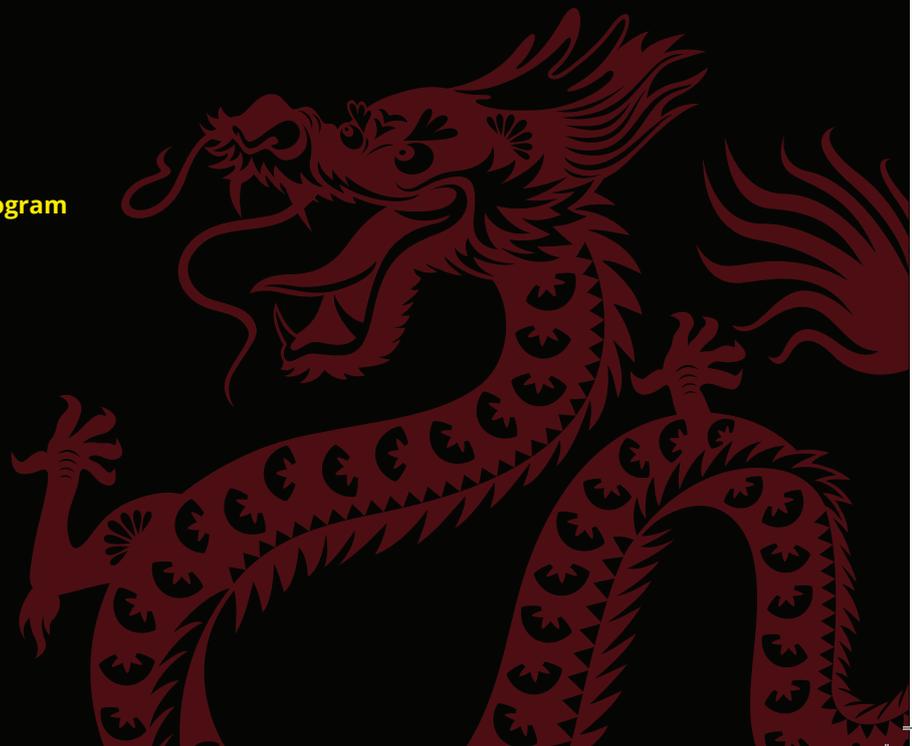
LISTING
brand profile on the
CHINA READY® China Website

1 person
CHINA READY Specialist
eLearning™

250 WORDS
words translated into
Chinese for display on
your website

ENQUIRE NOW

www.chinareadyandaccredited.com/program



PREMIUM

All you'll ever need

If China could be a game changer for your business, it has to be Premium. As well as offering enhanced features - including CHINA READY SPECIALIST TRAINING™ for up to eight staff - Premium opens up the immense opportunities available through our marketing partners and promotional channels. These include co-operative marketing campaigns with UnionPay International. You'll also be the first to benefit from our promotional initiatives with China's biggest media outlet. Plus, you'll enjoy full-page exposure at the CHINA READY® China Website, along with a carefully crafted 1800 - word translation of your products and services, access to the CHINA READY MANDARIN-ENGLISH MERCHANT HELPLINE™* and online analytics to monitor your growing popularity. It's the best package we offer, for companies that want the best of what China offers.

STANDARD

Most popular

If your marketing plans aren't so ambitious, but you still want high visibility for your brand in China, consider our Standard package. As well as Global Certification as a CHINA READY® member and CHINA READY SPECIALIST TRAINING™ for up to four people, you'll enjoy a bold half-page presence at the CHINA READY® China Website, 1500 persuasively translated words about your business, access to the CHINA READY MANDARIN-ENGLISH MERCHANT HELPLINE™*, as well as online analytics to monitor your growing popularity. It might be our Standard level but it will still put you head and shoulders above the rest when it comes to servicing Chinese customers.

ENTRY

Starting out

Our Entry level package is designed for sole traders or small retailers that want to boost their appeal and improve their service to Chinese customers. You'll receive world class CHINA READY SPECIALIST ONLINE TRAINING™ for one person, Global Certification as a CHINA READY® member, and a listing of your organization on the CHINA READY® China Website. Plus, you'll have window signage and tent card displays to entice passing Chinese customers. If communication is ever a problem you'll appreciate having access to the CHINA READY MANDARIN-ENGLISH MERCHANT HELPLINE™*, and to ensure the Chinese information on your Website or promotional materials sells your business professionally, we'll translate up to 250 words for you. In short, Entry level gives you all the things you need to bring in more passing Chinese customers.

*additional charges for use of the Helpline may apply.



CHINA READY TRAINING™ PREPARES YOUR BUSINESS FOR A UNIQUELY DIFFERENT CUSTOMER

Welcoming, serving and satisfying Chinese customers isn't easily done. It takes insight, understanding and expert training, which is exactly what your staff will receive from the CHINA READY SPECIALIST TRAINING PROGRAM.™

Created in China by authentic experts, CHINA READY TRAINING™ is concise, highly informative and enjoyable for people of all countries and cultures. It will benefit your business through an enhanced Chinese customer experience, leading to happier customers, increased advocacy and repeat business.

Moreover, because the exact same training is delivered globally, it provides an internationally consistent standard.

“ Each business and organization needs to receive a consistent and pre-determined level of training and quality accreditation so Chinese people can know that they will receive the same quality service standard no matter where they are in the world. We hope that through the CHINA READY PROGRAM® global industries in tourism, shopping, restaurants and related sectors will become properly equipped to provide the consistent level of quality service Chinese travelers want.

对于中国的顾客来讲，他（她）希望所到的地方是一个一致的体验，我的这个体验是指服务体验。所以这也就更要求我们各个接待机构需要有一个统一的、相对标准的培训与资质的认证。我们希望：CHINA READY® 能够帮助我们海外的各位旅游接待、购物接待、餐饮接待等等，为越来越多的中国旅客提供优质服务的过程中发挥重大的作用。”



Mr. Dong Bo
Global Chief Marketing
Officer, China Eastern
Airlines, China



ONLINE TRAINING STRUCTURE:

CHINA READY® has partnered with Kaplan, the world's leading provider of lifelong education, to deliver CHINA READY® Online Training™

- 1 CHINA TODAY
 - 2 POSITIONING CHINA
 - 3 FIRST IMPRESSIONS
 - 4 A DIVERSE CHINA
 - 5 CHINESE FAMILY
 - 6 CONFUCIANISM
 - 7 FACE '面子'
 - 8 THE GUANXI TRADITION
 - 9 CHINESE NUMBERS AND COLORS
 - 10 CHINESE LIFESTYLE
 - 11 CHINESE INVESTMENT MINDSET
 - 12 CHINESE BANKING: UNIONPAY
- + Additional industry specific modules are available including education, tourism and hospitality, banking etc.

Program structure
The program consists of 12 cultural core learning modules. Each online module includes learning material and "checkpoint" quiz questions.

Program delivery
Available anywhere, at any time.

Duration
6 hours

Completion
Receive an official CHINA READY & ACCREDITED® Membership Certificate



“ I highly value the CHINA READY TRAINING™ because the content has been developed by true China experts who genuinely know and understand China.

我非常欣赏你们在编写 CHINA READY® 培训教材过程中，让了解中国历史、真正了解中国国情的国内的一些专家来参与，我认为是非常必要的。”



Dr. Yuan Cai
Former Minister for Education and Former Minister for Chinese Overseas Affairs, Shanghai

FACE TO FACE TRAINING

If you have a group and want CHINA READY TRAINING™ delivered face to face, we can easily organize this for you through our internationally renowned training partners, Laureate and Kaplan.

We can also tailor additional content to meet your specific needs or circumstances. We're here to help and will do everything we can to make you and your organization CHINA READY®.



LAUREATE
INTERNATIONAL
UNIVERSITIES®

KAPLAN

“ Chinese people are different from Western people and have their own unique customs and preferences. The CHINA READY PROGRAM® provides a very good professional platform helping non-Chinese individuals and businesses to know how better to welcome, understand and engage with Chinese people.

中国顾客同西方顾客不太一样，有自己比较特殊的爱好和生活习惯。CHINA READY® 这个机构为西方的酒店从业人员提供了一个很好的平台，来了解中国旅客的需求和爱好，并提供专业的培训。”



Mr. James Zhang
Vice-President,
Jin Jiang International
Hotels, China



HOW CHINA READY® IS CREATING OPPORTUNITIES AND ADVANTAGES

AccorHotels 雅高酒店集团

Accor Pacific is the largest hotel and hospitality operator in Australasia and one of the largest in the world with hotel brands including Pullman, Sofitel, Sebel, M Gallery, Mercure, Novotel and Ibis.

Accor was the first global hotel group to recognize the importance of the outbound China market and was one of the first international hotel groups to establish a significant accommodation presence in China.

“ Since the launch of our Optimum Service Standards Program for Chinese visitation several years ago, we have witnessed the positive impact that tailoring our services to meet the needs of Chinese guests has had on our hotels. In order to remain competitive in the Chinese market we must continue to adapt and attune ourselves and staff to the sensitivities and preferences of Chinese guests so that they experience Australia and our hotels in the best way possible. Accor is constantly building on its Chinese relationships and is delighted to work with CHINA READY & ACCREDITED® to achieve our goals. ”



Mr. Simon McGrath
Chief Operating Officer,
Accor Pacific

Scenic World Blue Mountains 蓝山绝景世界

Located in the UNESCO World Heritage Blue Mountains, Scenic World is Australia's largest privately owned tourist attraction. A third generation family business, Scenic World Blue Mountains has seen enormous growth in its China market over the past few years and expects to welcome more than 180,000 Chinese visitors in 2015.

“ I am personally proud to have been the first certified individual CHINA READY SPECIALIST™ member in Australia and for Scenic World Blue Mountains achievement as Australia's first CHINA READY & ACCREDITED® attraction business. My staff and I know the importance of properly welcoming and engaging with Chinese visitors and have seen the benefits which flow from being CHINA READY® and meeting the needs and expectations of Chinese visitors. We know that the China market will grow enormously in the years ahead so have made sure we are positioned to take full advantage of that growth. ”



Mr. David Hammon
Joint Managing Director and
Owner, Scenic World, Blue
Mountains.

Pacific Asia Travel Association (PATA) 亚太旅游协会

An internationally acclaimed not-for-profit association, PATA comprises 90 government, state and city tourism bodies, nearly 30 international airlines, airports and cruise lines, 57 educational institutions, hundreds of travel industry companies and thousands of travel professionals in its 41 Chapters worldwide.

PATA signed a Master License agreement with CHINA READY & ACCREDITED® in Zhuhai, China in May 2014, to promote the global rollout of the CHINA READY PROGRAM® to PATA Members.

“ Destinations and companies that want business from China can give themselves a real advantage by attaining CHINA READY & ACCREDITATION.™ It's one of the best investments in the future that a tourism body can make these days. ”



Mr. Mario Hardy
CEO, Pacific Asia Travel
Association (PATA), Bangkok

National Tourism Alliance (NTA) 澳大利亚全国旅游联盟

NTA is the umbrella Tourism industry body representing the interests of all Associations involved in the Australian tourism industry. At the Australian Government Friends of Tourism gala dinner in the Australian Parliament House, Canberra 24 June 2014, China's official Government News Agency Xinhua reported:

“ The National Tourism Alliance is pleased that CHINA READY & ACCREDITED® has chosen Australia for the global launch of their online program. The China market is of critical importance to Australia and many of our member Associations have already implemented the CHINA READY® and CHINA READY & ACCREDITED® programs with great success. ”



Mr. John Hart
Chairman, National
Tourism Alliance



CHINA READY SPECIALIST TRAINING AND ACCREDITATION™ FOR INDIVIDUALS

CULTURAL UNDERSTANDING THROUGH CHINESE EYES

用中国视角理解中国

The ability to engage properly with Chinese people is a key skill for employees in any organization that wants to grow its share of Chinese business.

You might be a CEO who's starting to deal with clients in China, or a frontline service professional who wants to keep visiting Chinese customers smiling. CHINA READY SPECIALIST TRAINING™ is the perfect solution.

- ◆ Delivered conveniently online, it gives you an understanding of Chinese culture, lifestyle, politics, investment mindset, history and economic development. The training focuses on respect for cultural sensitivities, do's and don'ts, business and social engagement, regional diversity, language and the ever-changing expectations of Chinese consumers.
- ◆ Learn the protocols of how to greet, what to say, where to sit, how to toast, how to develop relationships, what gifts to give and how to give them.
- ◆ It's essential knowledge for sales and marketing people, managers, human resources, real estate, financial and legal advisors, exporters and importers, customer service staff and those involved with government or non-government organizations.

IT'S CONVENIENT AND COST-EFFECTIVE

- CHINA READY SPECIALIST TRAINING™ is entirely online, so it's easy to fit into a busy schedule.
- You have six weeks in which to complete the course, which normally takes around six hours in total. You can do it in a day at the office, a couple of evenings at home or over a few weeks whenever you have a spare hour.
- It's also extremely cost effective, priced at a fraction of a typical conference or professional seminar. Better still, many tax authorities around the world allow a deduction for the cost of the training. Check with your accountant or local tax authority to be sure.



BECOME A CHINA READY SPECIALIST™ NOW

“ The online training was quick, easy and in a format that was interactive and engaging. With a lot of online training it is easy to lose interest, however the CHINA READY® animations made it fun and quite often very humorous. ”



Mr. Kerry Fowler
Business Development
Manager, Surfers
Paradise Marriott
Resort & Spa



Mr. Andrew Jessop
VP Development
(Worldwide), Langham
Hospitality Group,
Hong Kong

“ Greetings from Hong Kong I thought the CHINA READY® videos were really excellent and nailed the protocol and cultural aspects of China. ”

“ There was so much valuable information and the Program covered things I had never really thought about before. The most valuable take out for me was understanding the difference between the Chinese education system and our own and the role of UnionPay. I had thought UnionPay was an American money transfer company and part of Western Union. How wrong I was! ”

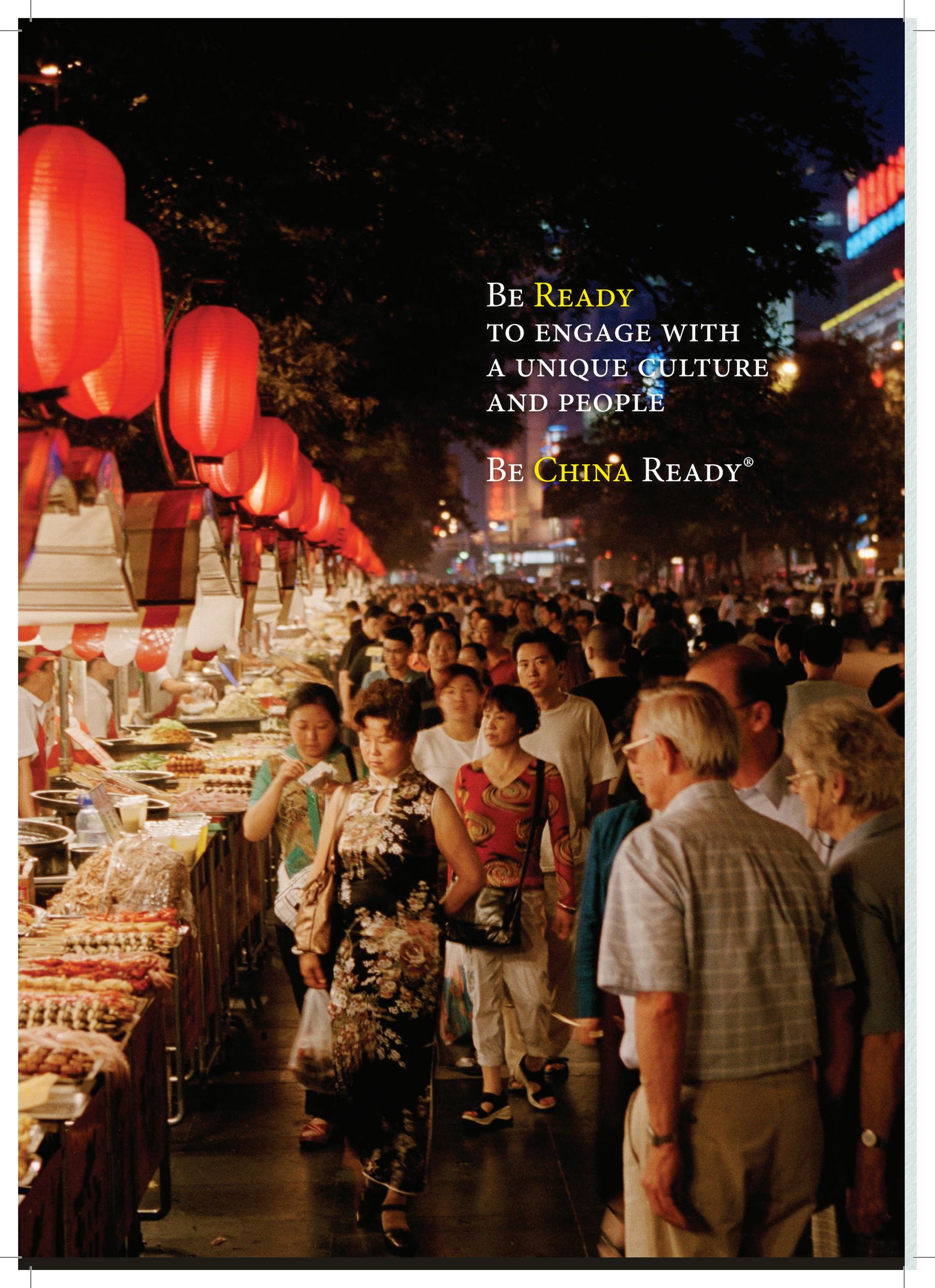


Mr. Mark Taylor
General Manager,
University of New
South Wales, Global



Mr. Jason Cronshaw
Managing Director,
Fantastic Aussie Tours

“ Following your fantastic training, we launched a special Chinese New Year package. Presented in red, sale price of \$88.88, launched on 24 January leading up to Chinese New Year and we have already sold 122 of these packages. The only promotion has been a few posters and laminated flyers in our office. We also put up the co-branding CHINA READY & ACCREDITED®/UnionPay International displays on the front of the shop and inside - in the first week the shop did about 30 UnionPay International transactions. ”

A vibrant night market scene in China. The street is filled with a large crowd of people, including men, women, and children. On the left, there are food stalls with various dishes on display, including skewers and fried items. A long line of large, glowing red lanterns hangs from the stalls, creating a warm and festive atmosphere. The background shows more of the market and some buildings with lights. The overall scene is lively and colorful.

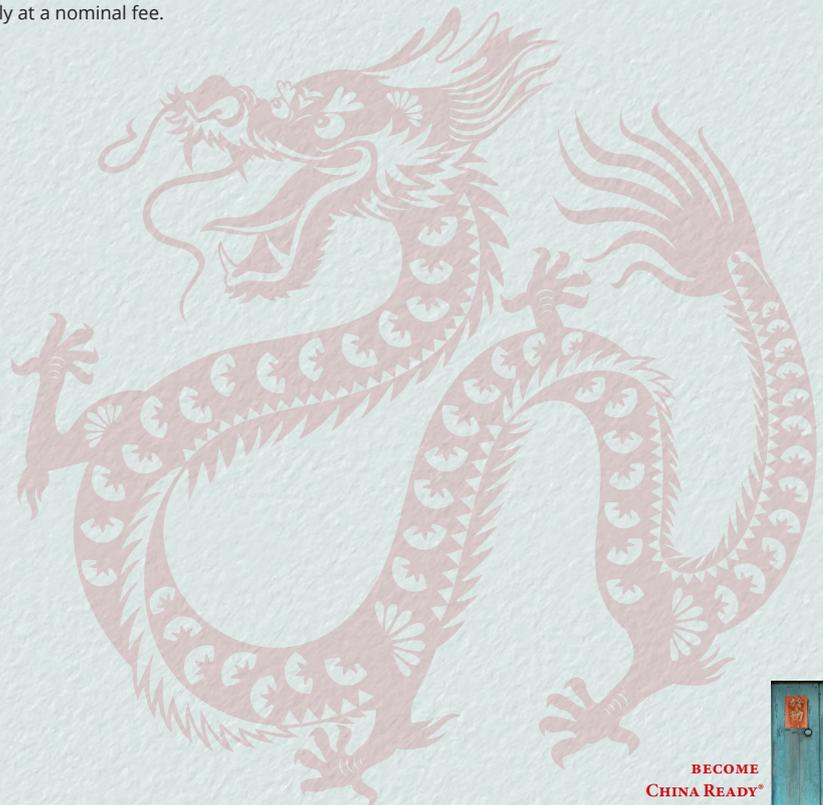
BE **READY**
TO ENGAGE WITH
A UNIQUE CULTURE
AND PEOPLE

BE **CHINA** READY®

WHY BECOME A CHINA READY® SPECIALIST?

- ◆ Improve skills and confidence when dealing with Chinese people
- ◆ The award of a CHINA READY® qualification that is recognized internationally
- ◆ A genuine advantage when applying for China-related career opportunities both domestically and abroad
- ◆ Use of the CHINA READY® Trade Mark on your business card, resume or personal website, identifying you as a CHINA READY® certified member*
- ◆ Gain cultural understandings that will help you in any in-China travel experience and engagement
- ◆ Become a more valuable employee
- ◆ No Chinese language skills necessary

*Membership needs to be renewed annually at a nominal fee.



BECOME
CHINA READY®
NOW





MARKETING

THE STARTING POINT FOR YOUR CHINA-FOCUSED MARKETING STRATEGY

Within China today, more and more consumer products and services are being rigorously assessed and accredited due to fake products, poor quality and false advertising. Most hotels, tourism attractions, restaurants (and now even public toilets!) are accredited under a government regulatory framework.

Chinese consumers, particularly those seeking to purchase global products or those traveling overseas, want assurance they are dealing with trusted quality suppliers.

This is why CHINA READY ACCREDITATION™ should be the starting point for any China - focused marketing strategy.

CHINESE BUYERS SPENT
USD **\$37 billion**
ON INTERNATIONAL
RESIDENTIAL PROPERTY IN 2013

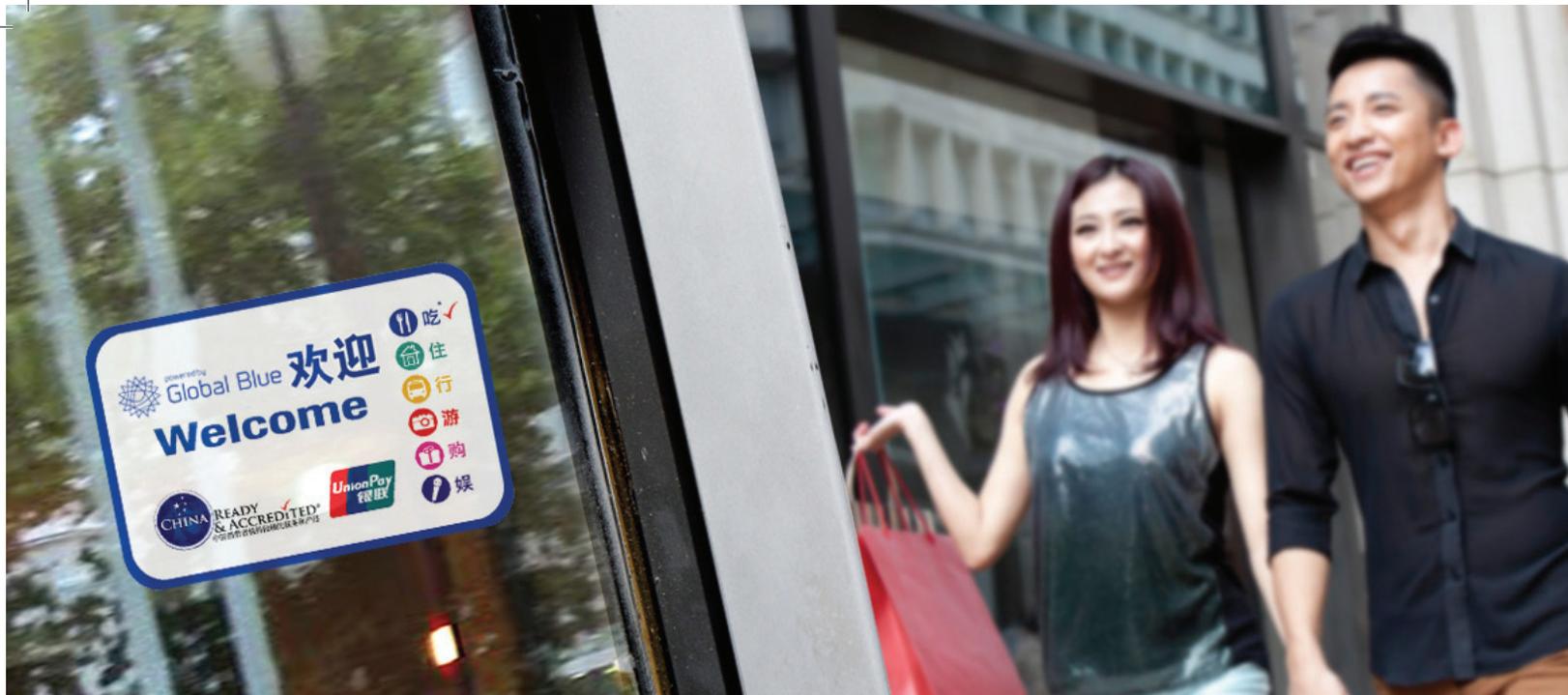
70% PAY CASH FOR
PROPERTY PURCHASES

“I believe those Western businesses who become CHINA READY & ACCREDITED® will become the most sought after by Chinese consumers when selecting products and services.

我相信：随着时间的推移，有着这个认证标志的机构将会成为我们中国顾客最吸引人的这样一个目的地，最愿意往这样的机构去接受它们的服务。”



Dr. Yuan Cai
Former Minister for
Education and Former
Minister for Chinese
Overseas Affairs,
Shanghai



A WELCOME SIGN FOR CHINESE TRAVELERS

As a CHINA READY & ACCREDITED® business, you'll have access to signage and Trade Marks that make you more appealing to Chinese people.

If you're in the retail, travel or tourism industry, the CHINA READY & ACCREDITED® Certification Trade Mark, when used in conjunction with the CHINA READY® "Six Sector" Trade Mark, shows Chinese travel operators and independent travelers that your business or organization understands, respects and agrees to act in accordance with the principles of China's Tourism Law (which applies to both domestic in-China and international suppliers).

The CHINA READY & ACCREDITED® Certification Trade Mark:



The CHINA READY® "Six Sector" Trade Mark:

These "Six Sector" symbols are instantly recognizable by mainland Chinese customers, and translate into English as follows:

Food and Beverage	 吃®
Accommodation	 住
Transport	 行
Attractions	 游
Retail and Shopping	 购
Fun and Entertainment	 娱

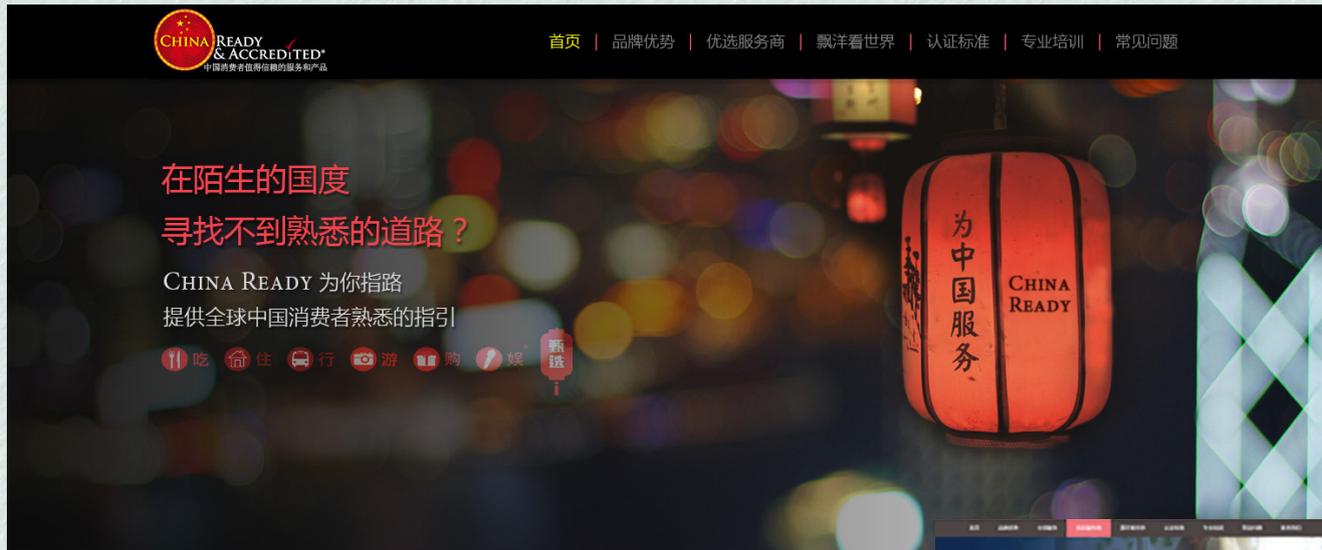
The core business sector of an accredited business is identified by a single tick next to one of the Six Sector symbols. Even if a business offers other services (e.g. a hotel with food and beverage facilities) it can only be accredited according to its one core business.

“ The China Association of Travel Services (CATS) welcomes and strongly supports the CHINA READY PROGRAM.® We hope the Program will bring tangible and real benefits to our Chinese visitors.

中国旅行社协会非常欢迎和支持 CHINA READY® 这样的项目。同时也希望这个项目能为中国游客带来实实在在的好处。”



Mr. Zhang Lijun
Chairman, China Association of Travel Services and President, CYTS Travel Group



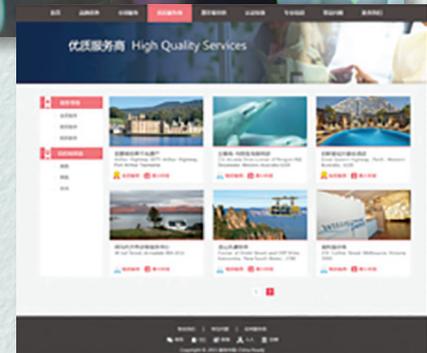
THE CHINA READY® CHINA WEBSITE - YOUR CHINESE HOME PAGE

Once you become a CHINA READY & ACCREDITED® business your products and services will be represented at the CHINA READY® China Website, located securely behind the great China Firewall.

This is a unique portal for Chinese consumers seeking reputable foreign products and services.

The amount of exposure you receive depends upon the level of marketing you choose – a simple listing for Entry, a half page display for Standard or a full page showcasing for Premium.

Chinese customers like to plan in advance and view products and services offered by accredited businesses before leaving home.



The CHINA READY® China Website is where Chinese consumers go to find overseas products and services from organizations they can Trust to uphold Strict quality and Professional standards. This is where your CHINA READY & ACCREDITED® brand will be showcased.

WE CAN INTRODUCE YOU TO SOME

THE CHINA READY® UNIONPAY INTERNATIONAL MARKETING PARTNERSHIP

UnionPay is overwhelmingly the most popular payment system in China, where every adult carries a UnionPay Card to pay for goods and services both at home and abroad.

Acceptance of UnionPay is a requirement for CHINA READY & ACCREDITED® businesses*. And when you consider the opportunities - both from retail and marketing perspectives - it makes a lot of sense.

There are more than 4 billion UnionPay Cards in use throughout the world. And when the Chinese travel or shop online, they usually prefer to use their UnionPay cards. If you're looking for more business from Chinese customers, having UnionPay acceptance is a very good start..

More than that, CHINA READY® has a global strategic partnership with UnionPay International, including an agreed marketing and promotion plan in China for CHINA READY & ACCREDITED® businesses.

This plan leverages the immense UnionPay network to guide consumer traffic to CHINA READY & ACCREDITED® suppliers. That could be you.



*Where banking relationships allow

“ The CHINA READY Program® is very, very important ... it enables international businesses to get to know how the Chinese think, how they act and the way we do things. ”

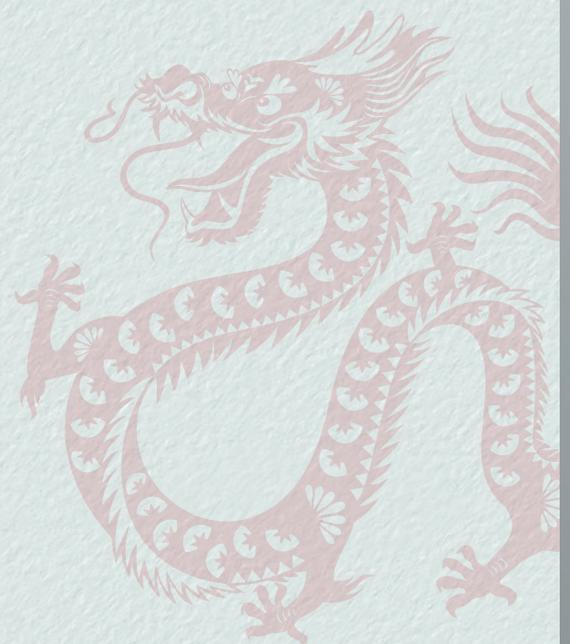
Dr Dong Li
Global Chief
Branding Officer, UnionPay
International, China.

OTHER DOORS WE CAN OPEN

CHINA READY® board members and stakeholders can facilitate commercial arrangements with Chinese professional and member associations, who can act as unique distribution channels for your products and services – giving you exposure and recommendation in places that others simply can't access.

We also have a close working relationship with Xinhua International, which is the official Chinese Government media outlet. Xinhua International is the most powerful 'voice' in China, with interests in newspapers, social media, magazines, digital content, telecommunications, and public relations.

CHINA READY® and Xinhua International are developing paid marketing opportunities for the benefit of CHINA READY & ACCREDITED® businesses.



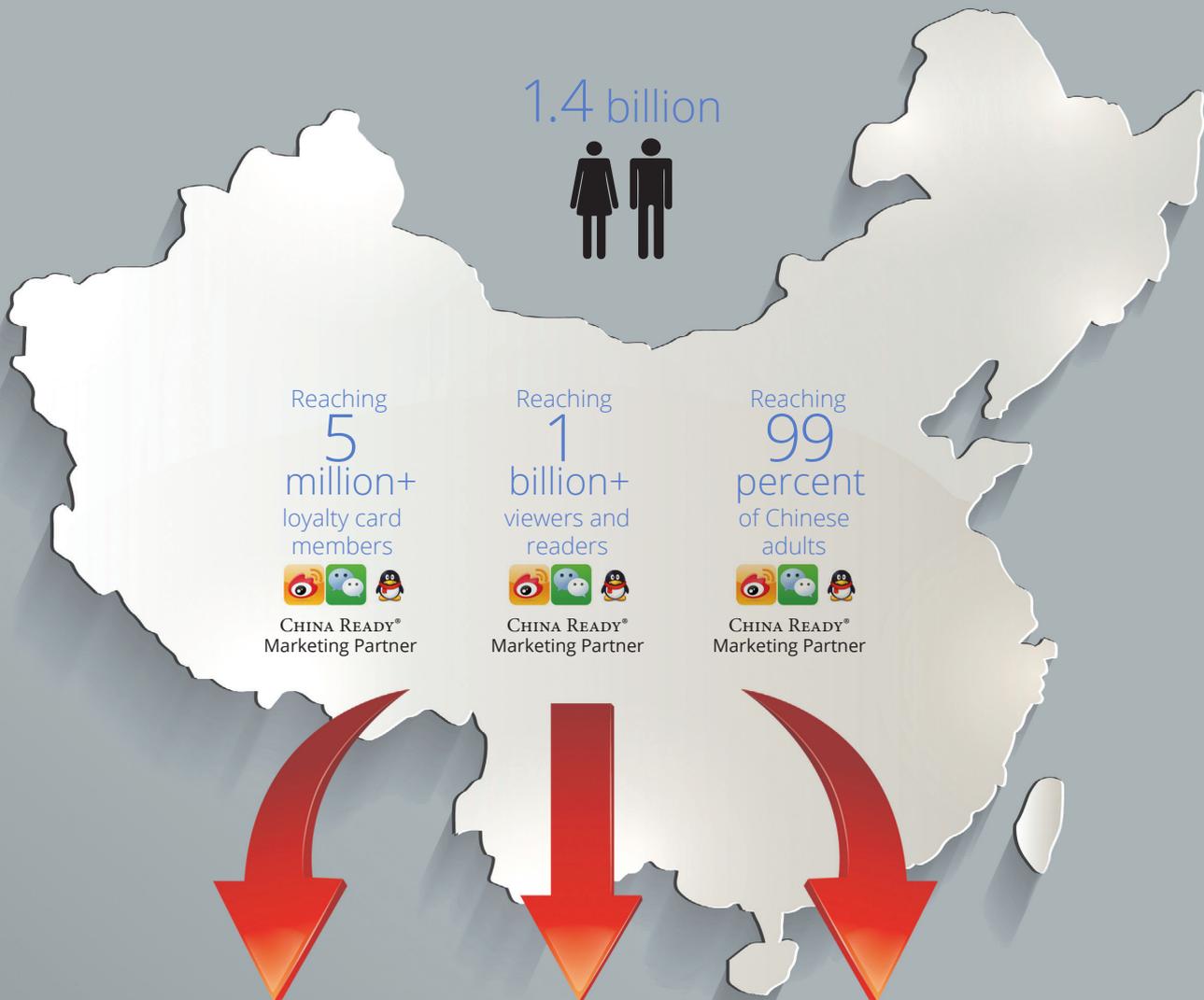
SPECIAL MARKETING OPPORTUNITIES

WE SEND CHINESE CONSUMERS DIRECT TO YOU

Simply by being CHINA READY & ACCREDITED[®], your business will gain enormous credibility among Chinese consumers. Plus, you'll have the opportunity to take that advantage further, through paid marketing opportunities within our network of influential Chinese media and marketing partners.

We can help you leverage China's most popular online platforms and marketing channels to create highly effective integrated marketing strategies.

From advertising, email marketing, PR and social media, to search optimization and e-commerce, CHINA READY[®] can help you generate interest, then lead Chinese people to your products and services.



When a mainland Chinese person responds to your marketing message they are directed to your business URL from the CHINA READY[®] China Website: chinaready.com.cn

THE CHINA READY[®]

GLOBAL ADVISORY SERVICE

WE ARE USEFUL PEOPLE TO KNOW

Regardless of how expert you are in your own market, you will find China is a vastly different business and cultural environment. There is no single strategy to ensure success. And that's why it pays to get expert advice from people who know how the Chinese think, act and do things in business and government.

CHINA READY[®] has a network of Chinese and Western experts who are a bridge between you and your business ambitions with the Chinese.

Wholly independent, and with no agenda other than achieving successful outcomes for our clients, this extended family of the CHINA READY[®] Group can help you:

- ◆ Create a viable CHINA READY[®] strategy
- ◆ Navigate around potential roadblocks
- ◆ Build long term relationships with the organizations and people that really matter
- ◆ Export your product or service to China
- ◆ Attract funding from China for investment in property, construction, agriculture, mining and resources, tourism, education, renewable energy, technology and other business opportunities across the globe
- ◆ Undertake investment and property development in mainland China
- ◆ Create a dynamic communications and marketing strategy, using our strong connections with China's major media players and key influencers from government and a wide range of industry sectors
- ◆ More effectively market in China with access to unique channels and partners

Get in touch

[chinareadyandaccredited.com/
get-in-touch](http://chinareadyandaccredited.com/get-in-touch)



THE CHINA READY® LEADERSHIP TEAM

CHINA READY® GROUP CHINA BOARD

SOME OF ITS MEMBERS INCLUDE:



GLOBAL EXECUTIVE CHAIRMAN - GARRY CROCKETT 加里·克罗克特

The only Westerner on the CHINA READY® China Board leadership team, Garry Crockett has over 35 years of successful commercial and cultural involvement with Asia. He has been influential in the facilitation of outbound Asian investment and has broad experience at an executive level in the private, public and not-for-profit sectors.



HON GLOBAL VICE CHAIRMAN - DR. YUAN CAI 袁采教授

A former Shanghai Minister for Higher Education and Minister for Overseas Chinese Affairs, Dr. Yuan Cai is a highly respected identity in China. Dr Yuan has served on the Boards of many Chinese government owned educational institutions and commercial enterprises, and has mentored and advised China's top commercial, educational and political leaders.



CHIEF EXECUTIVE - JULIA (TING TING) GONG 龚怡婷

Born and educated in China, Ms. Gong has a Master's Degree in Government and International Relations and is also a Certified Practicing Accountant. She has extensive commercial experience at organizations such as PricewaterhouseCoopers and Coca-Cola, combined with an in-depth knowledge of cross cultural communication and high-level personal networks in China.



CHEN XIN 陈新

Mr. Chen Xin is Chairman of Hua Ding Construction Corporation - a subsidiary of China's largest construction company. He is also Deputy Secretary-General (and Chair of the Engineering Committee) of the Beijing-based China National Building Decoration Association, which is China's (and the world's) largest membership association.



YI LIN 依琳

Ms. Yi Lin is a well-known Chinese life-style television presenter with a wide audience, covering all age groups. She is an acknowledged expert in understanding what drives Chinese consumers and has expert knowledge of the expectations and dreams of all age groups in China.



HUANG TIEMIN 黄铁民

Until his recent retirement, Mr. Huang Tiemin was Chairman of Hengshan Hotel Management and Vice Chairman of the Hengshan Group, one of the largest Chinese Government invested corporations. Amongst other roles, he is now Chairman, China Boutique Hotel Association and Chairman, Shanghai Accommodation Association.



CHEN DAHAO 陈达豪

A successful businessman, Mr. Chen Dahao is held in the highest esteem by China's Government. He is President of the Federation of Industry and Commerce – ShaoGuan, Guangdong Province, owner of Wahaha ShaoGuan Bottlers (China's largest beverage producer), and also has other far ranging business interests across China.



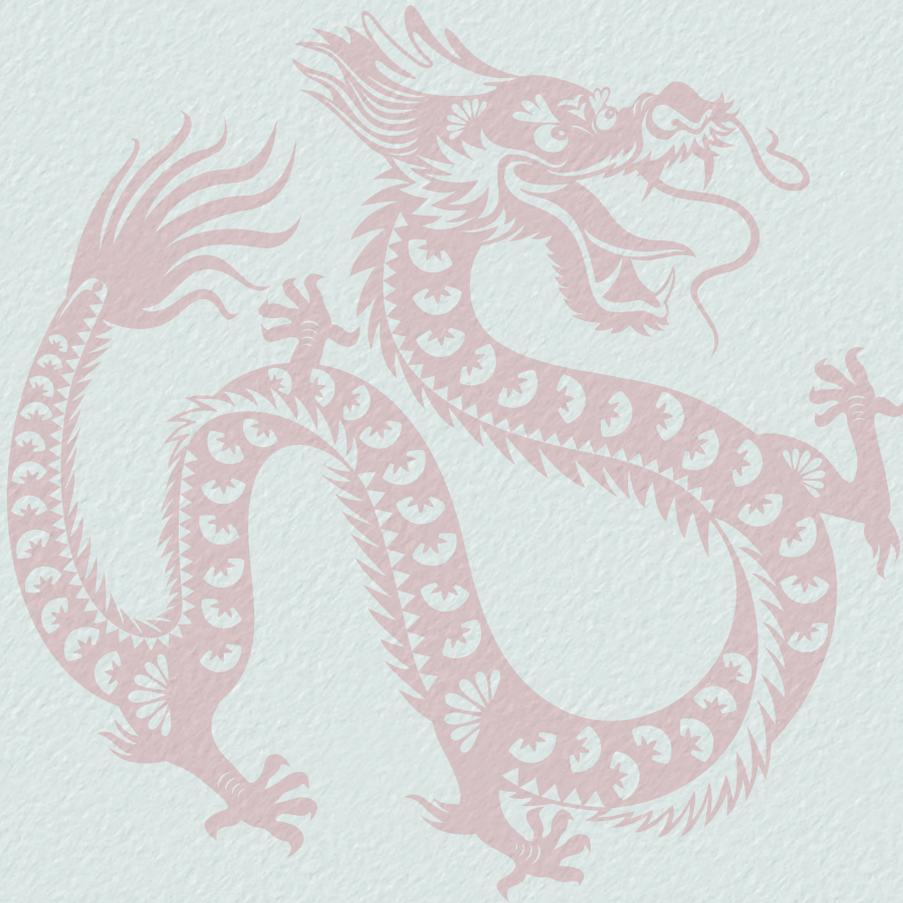
ZHANG ZHIQIAO 张枝俏

Following a career in the Hotel and Hospitality Industry, Ms. Zhang Zhiqiao was recruited by the Chinese Government for her high level of promotions and marketing expertise. She is highly regarded as a role model and symbolizes the new generation of well educated, energetic, confident and globally aware Chinese women.



GONG XUANMING 龚宣明

Highly respected with extensive networks in government and the private sector, Mr. Gong Xuanming is a former China government official. He has been actively involved over many years facilitating investment and management for both international and Chinese clients, and enjoys strong relationships with major banks, State Owned Enterprises and financial institutions.



CHINA READY® GROUP INTERNATIONAL BOARD

SOME OF ITS MEMBERS INCLUDE:



JOHN KING OAM 约翰·金

Mr. King serves on a wide range of government, industry and company boards including Chairman of the NZSX listed Southern Travel Holdings. He has been involved in major government and corporate projects in Indonesia, Saudi Arabia, Dubai, Asia Pacific and Australia and honored with an Award of Merit for Tourism Leadership by the Pacific Asia Travel Association (PATA) and the Australian government with an Order of Australia Medal.



DAVID BAFFSKY AO 大卫·柏斯齐

An internationally recognized lawyer, investor and company director, Mr. Baffsky is Chairman of publicly listed Investa Wholesale Funds Management and Honorary Chairman of ACCOR Asia Pacific Group, in addition to his Board roles with many major government and industry bodies. He has been honored by the Government of France as a Knight in the Order of the Legion d'Honneur and by the Government of Australia as an Officer of the Order of Australia.



HON ROBERT (BOB) DEBUS AM 罗博特·德布斯

Mr. Debus was a well-known and popular public broadcaster, publisher, lawyer and NGO executive before embarking on a 28 year career in politics, during which he served as Attorney General, Minister for the Environment, Minister for Finance and Minister for Emergency Services in the NSW State government and then Minister for Home Affairs in the National Parliament. He has been honored as a Member of the Order of Australia.



BRUCE DOVER 布鲁斯·多佛

Mr. Dover has spent a lifetime as journalist, editor and business executive with the world's largest media companies. He was an award-winning China based foreign correspondent in the early 1980's and returned to live in Beijing in 1994 following his appointment as Vice President (China) for Rupert Murdoch's News Corporation.



DR. DAVID STEVENS 大卫·史弟芬教授

Dr. Stevens is a leading global educator and has authored many books, two of which are major international texts published in Chinese. He was Chairman, Australian Standards Committee for Value Management, and is a Fellow of the Hong Kong Institute of Value Management. He has worked with most divisions of the Hong Kong Government, and has been honored in the Asia Top 500 Leaders List.



JEFF SANDERS 杰夫·桑德斯

Mr. Sanders is a native of New York USA and is one of the most respected and talented people in the world of advertising, marketing and consumer insights. He has a comprehensive understanding and appreciation of the rapidly increasing importance and relevance of China coupled with a lifetime of global experience in agency, communications and marketing.



GEOFF BUCKLEY 杰夫·巴克利

Mr. Buckley has more than 30 years' experience in senior management in both the private and government (State and Federal) sectors. He has specialized and extensive global strategic planning and marketing experience in the tourism and travel industry and is a former Head of Tourism Australia.

INFLUENTIAL PARTNERS AND SUPPORTERS

部分合作（支持）伙伴

The CHINA READY® Group has strong relationships with some of China and the world's most influential organizations. This network can open doors for CHINA READY® clients that are closed to others.



The world's largest payment scheme, with over 4 billion cards issued and China's only bankcard association.



A collaboration between China's government and its top 100 domestic organizations for the promotion of international trade.



Affiliated to the State Council and responsible (among other things) for managing service quality plus the legal rights and interests of tourism consumers.



China's official and most influential media and news distribution agency.



CHINA READY® Global Licensee

Internationally acclaimed for acting as a catalyst for the responsible development of travel & tourism in the Asia Pacific region, PATA is the world's oldest and largest travel association.



CHINA READY® Global Licensee

The world's leading provider of lifelong education with 1 million students in 600 locations globally.



LAUREATE
INTERNATIONAL
UNIVERSITIES®

CHINA READY® Global Licensee

Providing respected, high quality, accessible education through a network of more than 250 campuses in over 29 countries throughout the Americas, Europe, Africa, Asia and the Middle East.



CHINA READY® Global Licensee

Creator of Tax Free Shopping, now handling more than 94,000 transactions a day.



A PRC State-Owned enterprise with diversified interests including China's largest tourism conglomerate.



The United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism.



Listed on both the China and US Stock Exchanges, it is one of China's top three airlines with a network covering 187 countries and more than 1000 destinations.



China Italy Association and CHINA READY® working together as a bridge between China and Italy in the hosting of 2015 Milan World Expo.

ONLY CHINA READY® MAKES YOU TRULY READY

CHINA READY® is the only independent global Quality Service Certification Scheme (QSC) of its kind approved by major governments around the world - including the UK, USA, Canada, Australia and New Zealand. It identifies and certifies individuals, organizations and businesses that provide a quality service Chinese consumers can trust.

Others may claim quality certification - but beware:
if it's not CHINA READY® be ready for less.



BE THE PREFERRED CHOICE
FOR CHINESE CUSTOMERS

BE **CHINA READY**

成为中国顾客的首选

Contact us at:
chinareadyandaccredited.com/get-in-touch



CHINA READY & ACCREDITED[®]
中国消费者值得信赖的服务和产品
Products & Services Chinese Consumers Can Trust

© CHINA READY & ACCREDITED 2011-2015

This publication is copyright. Textual information contained in this prospectus may be reproduced in whole or in part, provided the information is not sold or used for commercial benefits and its source is acknowledged. Reproduction of text for other purposes and storage or reproduction of any photographs, and other material for any purpose is prohibited without the written permission of CHINA READY[®]