



Press Release

For immediate release

China Trade Gateway helps Z-CARD™ Asia Pacific establish a joint venture with China Youth Press

Sydney – Monday, 29th January 2007: Sydney based Z-CARD™ Asia Pacific yesterday officially launched its joint venture partnership with the China Youth Press, a major Government owned printer and associate of the People's Daily, the largest newspaper in the People's Republic of China.

Z-CARD™ Asia Pacific is an international marketing communications company that specialises in a unique marketing concept known as PocketMedia™ - a compact informational marketing sheet widely known as Z-CARD™.

“We had been approached by a number of groups wanting to promote Z-CARD™ in China – but we did not have the experience to assess the groups or the market in China. We needed someone with on-the ground-experience. China Trade Gateway through its connections in China offered us this.

“Specifically we were looking for both a printing partner and a separate sales partner to undertake the sales and marketing role in China. China Trade Gateway was recommended to us as having the right connections and the right market intelligence.

“They identified several qualified potential partners, undertook the due diligence function and facilitated the initial round of meetings in 2006.

“Of the potential printing partners we reviewed China Youth Press was the stand out candidate. The scale of their operation, their close connection with Government, and their proven bindery skills and their willingness to work with an international group such as

Z-CARD™ on developing new products specific to the Chinese market, made them the stand out candidate,” said Rob Fraser, Managing Director of Z-CARD™ Asia Pacific.

Through the JV, Z-CARD™ Asia Pacific will place its specialist equipment into the China Youth Press Factory at Chaoyang District, Beijing. Z-CARD™ will offer technical training and ongoing operator advice. China Youth Press will provide space and staff to house and run the equipment.

This is a significant business alliance for both Z-CARD™ Asia Pacific and the China Youth Press given the success Z-CARD™ Asia Pacific has known regionally and its potential in the People’s Republic of China especially with the upcoming Beijing Olympic Games in 2008 and the Shanghai World Expo in 2010.

Damian Geleyns, Managing Director of China Trade Gateway took the principal role in this project.

“Doing business in an unfamiliar market such as China can be risky but also exciting and offer great potential. The key to success is identifying the right local partner that you can work with. I am delighted to have assisted Z-CARD™ Asia Pacific in finding this partner and getting them started in China.

“One of China Trade Gateway’s strong points is its extensive network in China and the solid relationship we have on the ground with various organizations, other service providers as well as key individual players.

“As a result of this network we were able to identify potential JV partners for Z-CARD™ Asia Pacific quickly. The initial process took us just 14 weeks.

“I am very pleased with the outcome and believe Z-CARD™ Asia Pacific has found the right partner and I wish them every success in their future endeavours,” said Mr. Geleyns.

The launch was held at the Beijing Grand on the 28th of January 2007. It was attended by the Patent Holder and head of the Z Network Mr. George McDonald; the head of Z-CARD™ Europe Ms. Liz Love; and the Managing Director of Z-CARD™ Asia Pacific, Mr. Rob Fraser; as well as Chinese officials including Chairman Hang Nai Shu of China Youth Press.

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Notes to Editors

China Trade Gateway is an international trade facilitation company with a special focus on China. We provide trade solutions to small and large companies wanting to do business in China. We offer access to an integrated series of services within China across a broad spectrum of industries and sectors from product sourcing to manufacturing, through to selling/distributing your products or services in China. We also offer access to skilled resources to meet companies specific project requirements in China.

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