

ISSUE ONE

NOVEMBER 2019

## MAKE AN ENTRANCE

[IMAGE OF OUTER DURIAN - SEE MOODBOARD]

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Essence Villas · Curated Quality for the China Market  
· Genavant by Reggie Hung · Partnerships in China**

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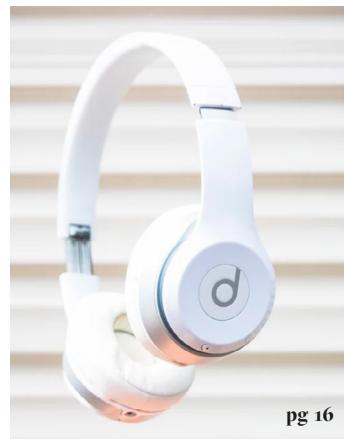
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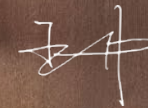
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The IMX team will be hand-picking global lifestyle brands and products we feel represent the craftsmanship and quality China's current and future generations crave.



# A ROAD TO CHINA FROM THE HEART OF SHANGHAI

Once the world's factory, China is now a country of sophisticated consumers, hungry for quality and heritage. In the heart of Shanghai's Hongqiao Commercial Zone, IMX is helping quality lifestyle brands take their first steps into China. The IMX team will hand-pick lifestyle brands that display the embody the quality China craves, working with them to navigate challenges and meet demand, on and off line.

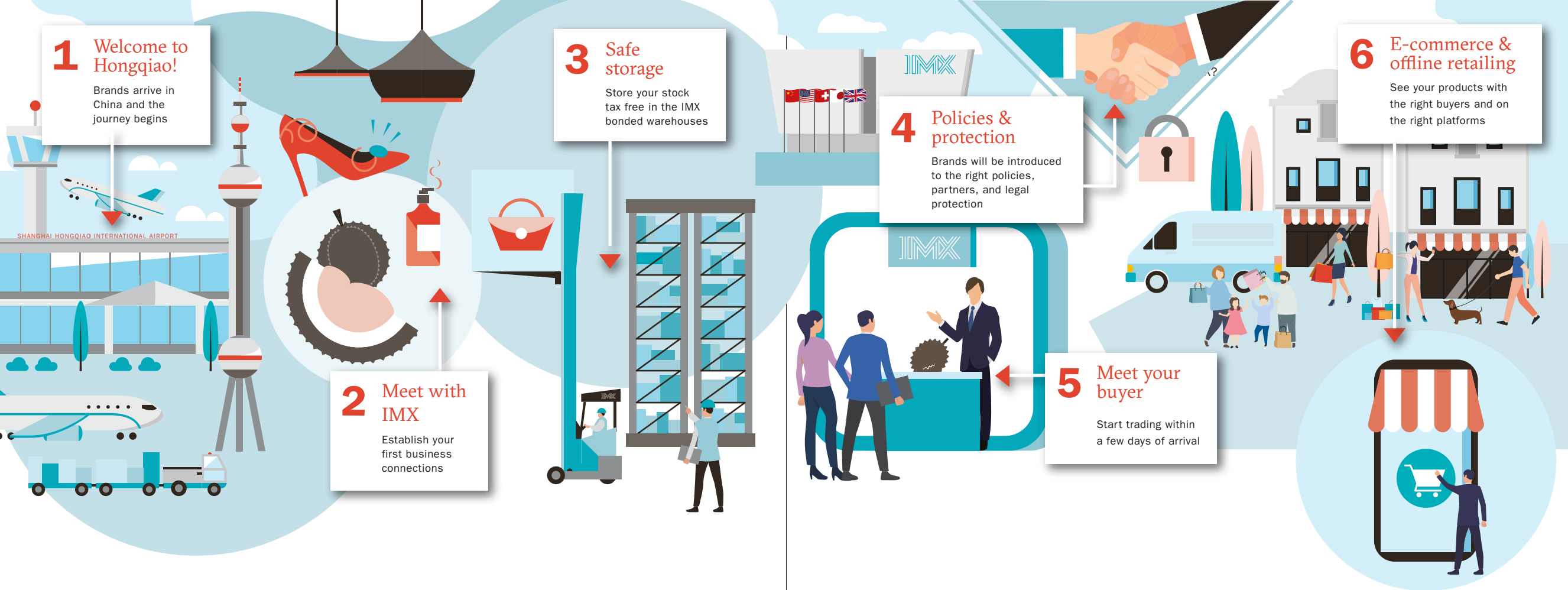


Henry Chan



Wang Jinzhen





## A NEW ERA FOR CHINA

With an increasingly international outlook and growing spending power, China's huge consumer class is hungry for quality brands and products from abroad.

Foreign brands are also keen to tap the huge potential of doing business in China, but only those with the best merchandise and most experienced and well connected support network will make it in this highly competitive market.

### What is IMX?

Launched in 2018 and working in partnership with China International Import Expo (CIIE) in Shanghai, IMX is bringing the world's best brands to China's biggest buyers.

### What are the benefits?

IMX boasts a network of integrated bonded warehouses, permanent exhibition spaces, storefront, headquarters, and office facilities, as well as luxurious onsite corporate apartments. We also work closely with China's most trusted buyers, trade organizations, and chambers of commerce, ensuring our partners are introduced and showcased in the right circles.

### Who is behind it?

IMX is the brainchild of Henry Chan, son of Dr. King-Wai Chan of the King-Wai group, a 1983-established Hong Kong company that has been investing in commercial and social programs in mainland China for more than 40 years.

### Who will make it?

Foreign brands are keen to tap the huge potential of doing business in China, but only those with the best merchandise and most experienced and well connected support network will make it in this highly competitive market. We aim to be that support network for the brands we feel have huge potential in China.

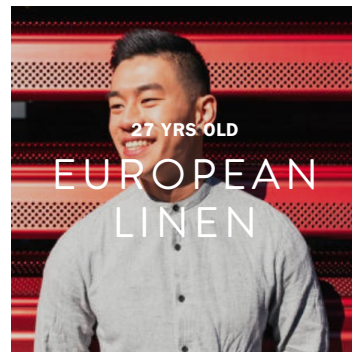
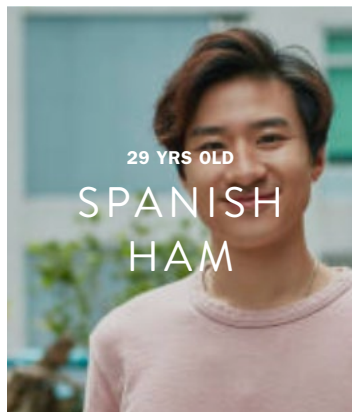
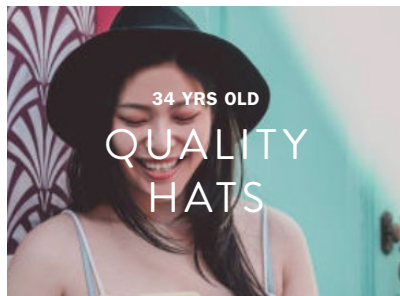
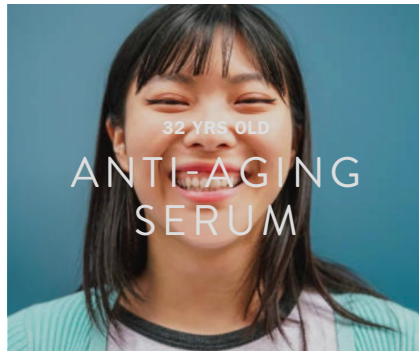
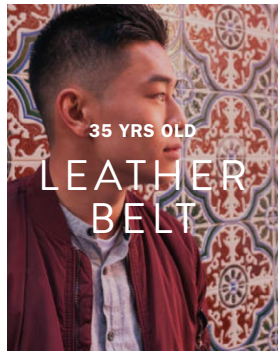
### How will it work?

Carefully curated, high quality global lifestyle brands will be invited to live and work from IMX's China facilities for anything from a few months to several years while our team of internationally-minded experts works alongside you to bring online and offline exposure and recognition, logistical assistance, legal and copyright protection, and the best business-friendly government policies China has to offer. Working with and for our partners every step of the journey, we will bridge the divide between your brand and China's rapidly increasing middle class.

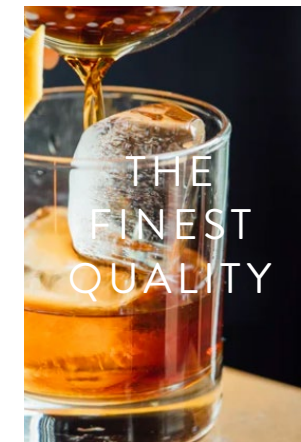


# CHINA NOW

Foreign brands are also keen to tap the huge potential of doing business in China, but only those with the best merchandise and most experienced and well connected support network will make it in this highly competitive market.

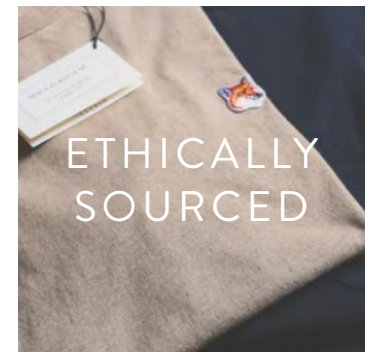


“Our team of local and international experts will be quality lifestyle.”  
— IMX Brand



“Our team of local and international experts will be handpicking quality lifestyle brands and products.”  
— Jenny Chan, 30 yrs old

“Our team of local and international experts will be handpicking quality lifestyle brands and products.”  
— Lewis Wang, 34 yrs old





# CURATED QUALITY FOR THE CHINA MARKET

Our team of local and international experts will be handpicking quality lifestyle brands and products under the following categories, all of which resonate well with Chinese buyers.

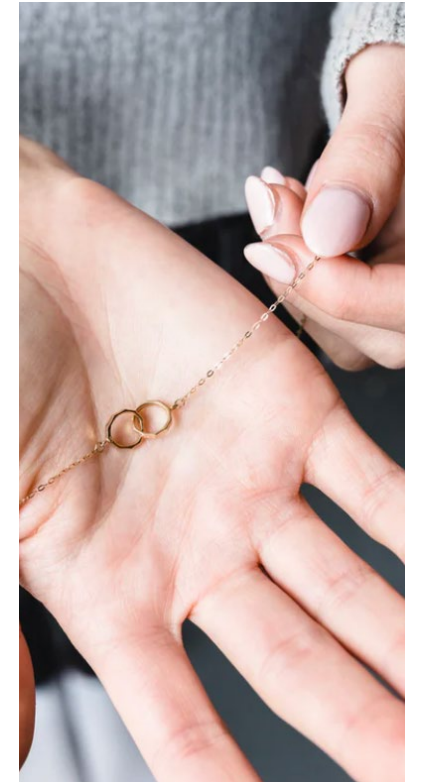
## 1 FOOD & BEVERAGE

Imported food and drink have long been seen as luxury items in China. The Chinese consumer is, quite literally, hungry for the world's most enticing and authentic delicacies.



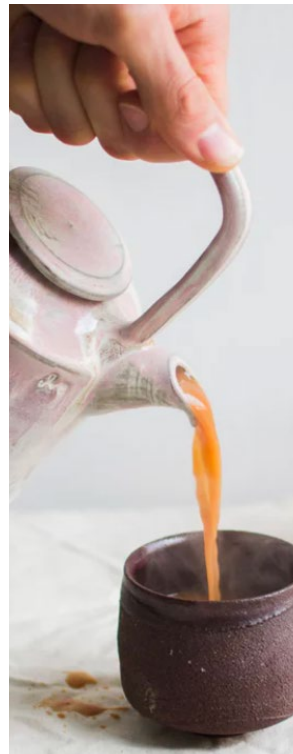
## 4 FASHION & ACCESSORIES

China's young affluent consumers are looking beyond the ultra famous brands their older cohorts are loyal to. They are more discerning and appreciative of product nuances, keen to demonstrate their individuality through more unique quality products.



## 2 WELLNESS PRODUCTS

Health is a huge industry in China and the most important consideration for the country's middle classes after the education of their children. Consumers see foreign wellness brands as the pinnacle of trust and safety.



## 5 LIFESTYLE ELECTRONICS

No longer the world's factory, China is keen to experience the durability and superior design of high-end lifestyle electronics from overseas. Electronic products with a demonstrated difference to their domestic counterparts are seen as desirable.



## 3 INNER BEAUTY

Beauty is a huge industry in China, with foreign skincare brands revered for their quality ingredients and rigorous testing.



## 6 ART & HOME DECOR

Whether home owners or renters, young or old, Chinese people care greatly about showcasing their personalities and taste through their homes. Art, furnishings and objects of foreign style and design are of particular demand.



# BLACK THORN DURIAN

Undeniably an acquired taste, durian is in high demand among China's adventurous foodies. The so-called "blue cheese of fruit" is a hit in China, but supply is not meeting demand.



# 1 billion

Did you know that in 2018 alone, mainland China imported frozen durian paste and products from Malaysia worth more than US\$1 billion. That figure expected to rise to US\$37 billion by 2024.

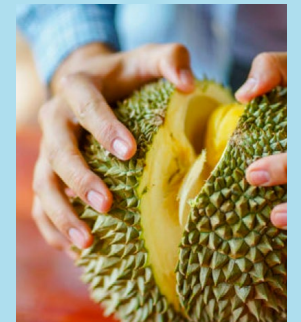
In 2018 alone, mainland China imported frozen durian paste and products from Malaysia worth more than US\$1 billion. That figure expected to rise to US\$37 billion by 2024, but only if import volume supports it.



With the help of IMX, the Chengdu Xiaomage Import and Export Trade Company plans to capitalize on this demand, as well as a new Malaysian policy that this year allows the import of whole durian fruits for the first time. The company is working with isolated mountain farms in Pahang, Malaysia, which specialize in Black Thorn Durian, a slightly smaller and less fibrous premium variety of the fruit. IMX will assist the company registering a trademark, setting up cross-border trade, e-commerce channels, and a vertical supply chain, and researching and developing durian products for the Chinese market.



When asked why he chose IMX Shanghai, CEO Lu Yi Cai said, "Shanghai is a gateway to the rest of the world and has a large number of middle class residents who are interested in our products. In addition, we can quickly import goods through IMX's platforms and use their international brand influence to promote and develop our products."



"IMX is working with isolated mountain farms in Pahang, Malaysia, which specialize in Black Thorn Durian"



# IMX-IMIZE POTENTIAL

With office space, exhibition facilities, entertainment venues and luxury residences, partner brands can work, rest and play at IMX.

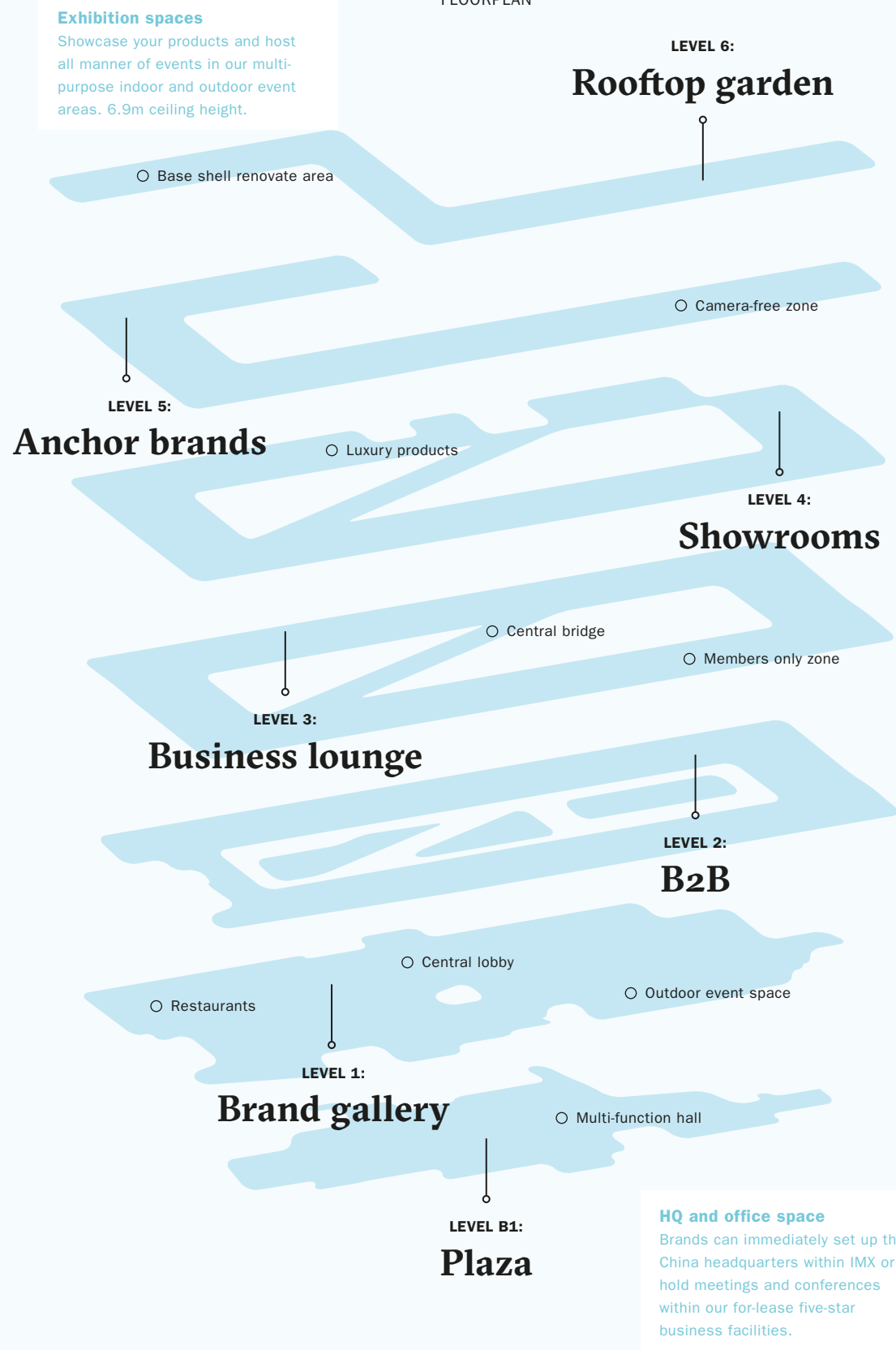


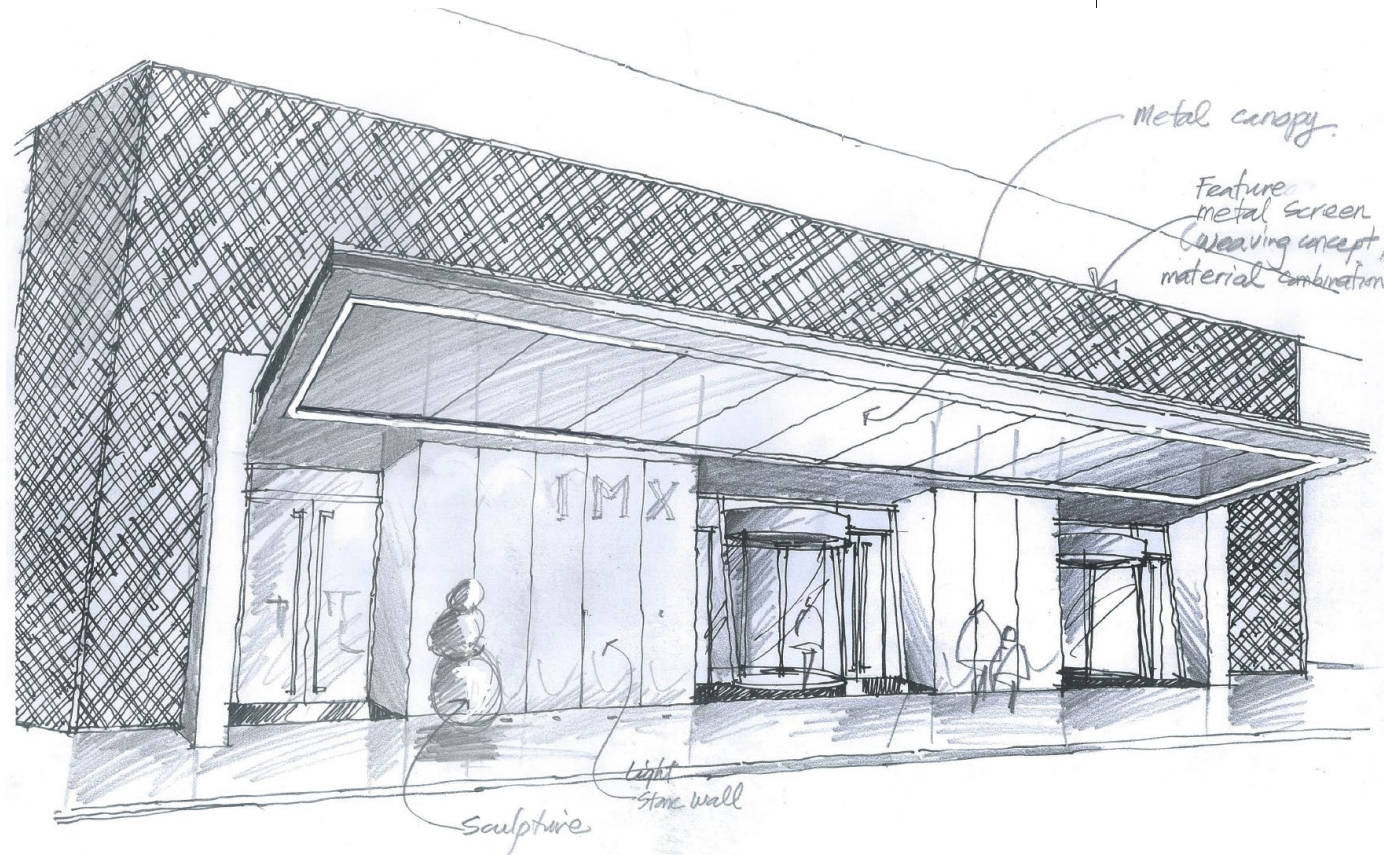
## HQ & OFFICES

Brands can immediately set up their China headquarters within IMX or hold meetings and conferences within our for-lease five-star business facilities.

## DID YOU KNOW?

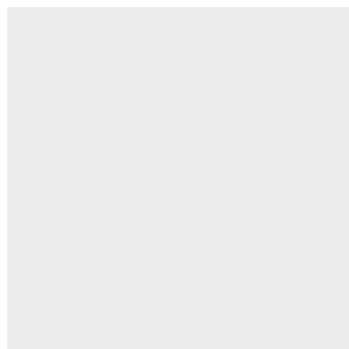
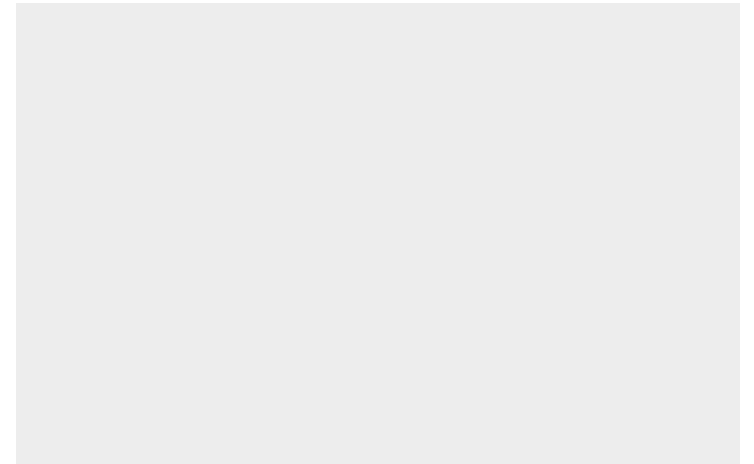
IMX is just a five-minute drive from the Hongqiao Transport Hub, with multiple flights and high-speed trains to locations all across China and the world.





Exhibition space

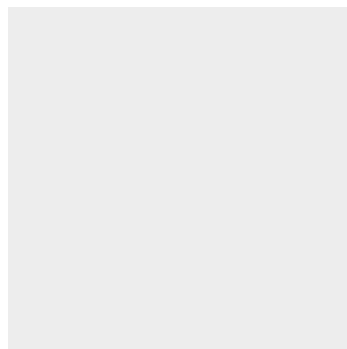
Showcase your products and host all manner of events in our multi-purpose indoor and outdoor event areas. With a floor-to-ceiling height of 6.9 meters, the IMX Exhibition Center can hold large-scale conventions of all kind.



# 200+

**Quality showrooms for brands**

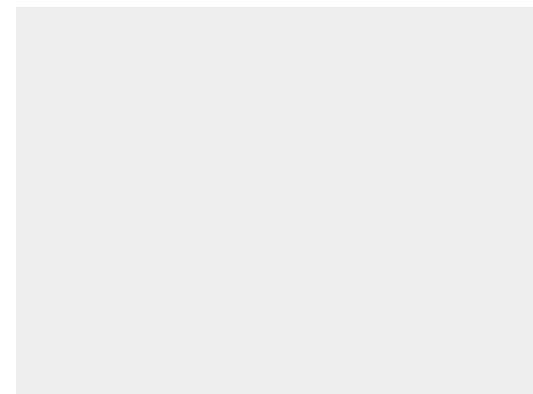
Brands coming to IMX can utilise their own stunning showroom space to introduce their brand to the Chinese marketplace.



# 6.9m

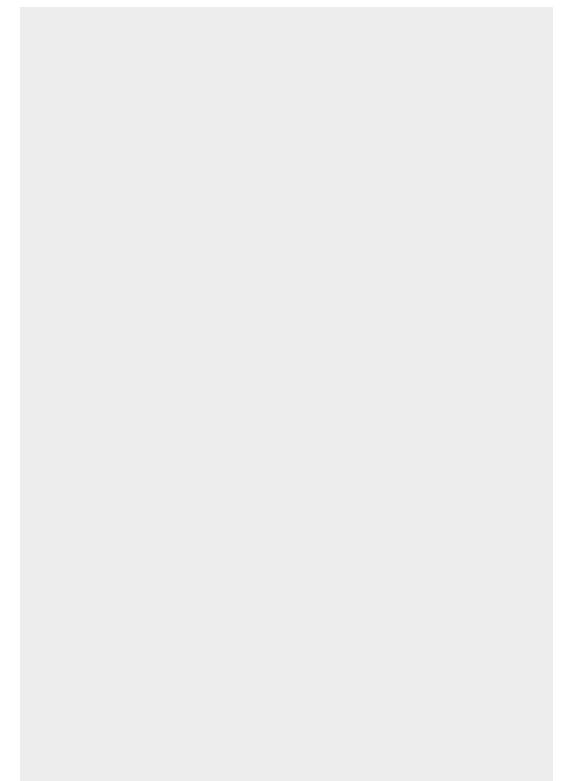
**Ceiling height**

6.9m ceilings; showroom spaces; brand gallery shops.



## ESSENCE

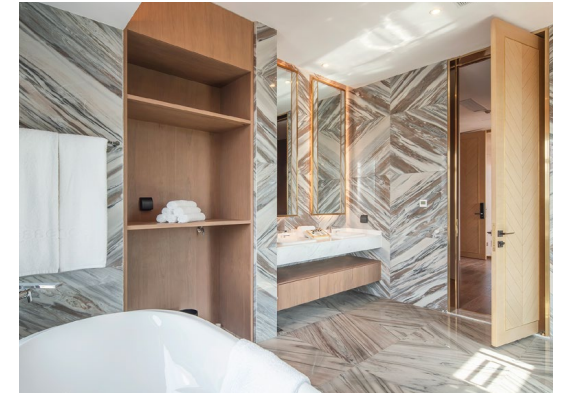
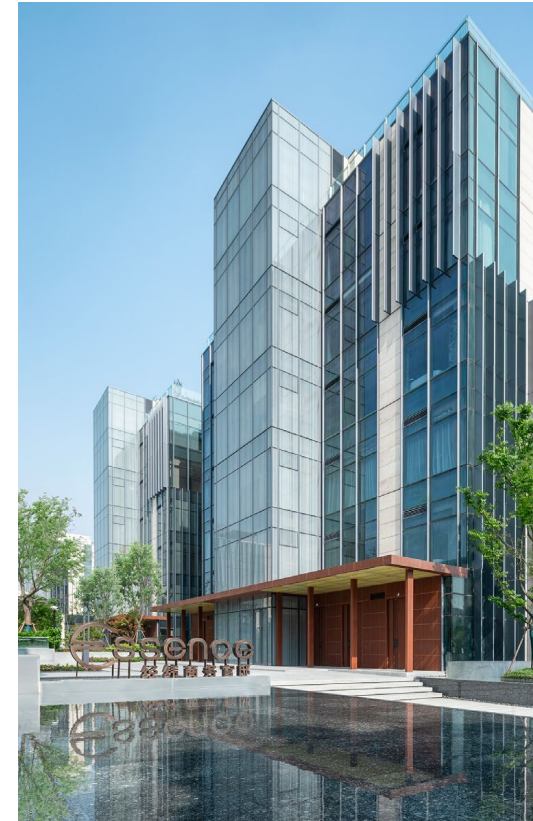
The 26 beautifully appointed garden residences of IMX's Essence complex, designed by award-winning architecture and interior firm Lead8, range in size from 400m2 to 1,600m2.





## THE ESSENCE OF LIFE

Live in luxury while you embark on your China adventure. Hailed as the only high-end commercial villas in the heart of Hongqiao, IMX's Essence complex comprises 26 stand-alone garden residences, ranging in size from 400m<sup>2</sup> to 1,600m<sup>2</sup>.



## CORPORATE VILLA

All are designed and finished to a five-star standard by award-winning international design firm Lead8, and come with private elevators and landscaped gardens.

Top of the line office and conference facilities, supported and staffed by a highly trained professional team, are also available to IMX companies and partners. Whether you need a conference room equipped with multi-media mod-cons or a comfortable Chinese-style meeting suite, we have facilities for all tastes and needs.







## OUTSTANDING SERVICE

Let our highly skilled team put the joy in your China dream. The Essence complex has its own fleet of brand new vehicles, which can be used for transfers to the Hongqiao Transportation Hub or for longer trips across the city.



## SERVICES

All residents can make use of impeccable concierge and butler services, including laundry and dry cleaning, personal errands, and gift buying.



## ONSITE LUXURY

A selection of dining and entertainment options are available onsite. High-end Cantonese, Western, and Japanese cuisine can be prepared by Michelin-Starred chefs for company dinners and business banquets. Experienced waiting staff will prepare the room to the highest of standards and provide unparalleled service throughout the event.

Gatherings can be held in several locations, including a rooftop executive lounge and an outdoor terrace, both of which command dynamic views of flights and high-speed trains whizzing in and out of the Hongqiao Transportation Hub,





## ALL THAT GLITTERS

In 2017, Taiwan-native Reggie Hung teamed up with his godfather, the legendary Jimmy Choo, to launch Gènavant, a much buzzed about new brand combining Jimmy's famous footwear credentials with Reggie's family legacy of jewelry making.



## Gènavant took part in the inaugural China International Import Expo (CIIE).

I went to see IMX and the Essence apartments after CIIE and immediately fell in love. We'd been approached by several similar ventures, but the fact that the whole focus of IMX is on quality lifestyle brands was very important to us, as that's our target audience.

Other than the laser-focused product specialization and the great Hongqiao location, the help navigating China's various trade and business policies was a real selling point. As we are essentially a jewelry company with very high-end products, taxes are the biggest barrier to entry for us.

There are many warehouses around China but we need to showcase our jewelry. People don't just come in, see our products and say, "I want this right now". They will come several times, bring their friends, maybe attend events and auctions. This all takes time. At IMX we can stay as long as we like and only pay tax when we sell something. We quickly decided it's the perfect place for our Shanghai studio and shop.

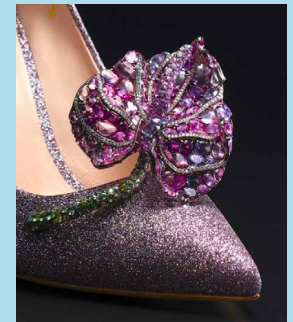
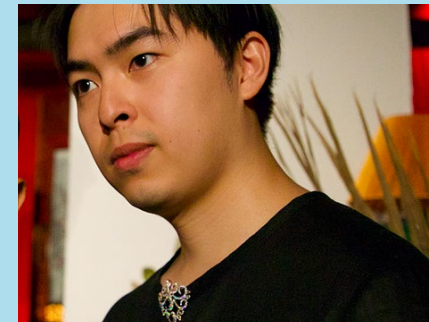
As we are a luxury brand, it's important that we can go at our own pace as we need to ensure we maintain the very pinnacle of quality as we expand. Having our own physical space and a platform to get to know different buyers and customers will be invaluable.

Reggie Hung

The company saw huge lines outside their booth on all six days of the expo, and ultimately decided they needed more time, assistance, and expertise to enter what promised to be a very lucrative market.

## 2018

Their diamond and jewel-encrusted shoes, which command price tags of up to US\$4.3 million, were introduced to China for the first time in 2018





## PARTNERSHIPS IN CHINA

Shanghai Data Exchange Corporation is an official data exchange network service institution approved by the Shanghai Municipal People's Government.

### BIG DATA

Shanghai Data Exchange Corporation is the core enterprise of the five-in-one, "Trading Institution, Innovation Hub, Industry Fund, Development Alliance, and Research Center," big data industry in Shanghai. SDE plays a critical role in applications such as commercial data exchange, cross-regional institutional collaboration, data inter-connection, and government and commercial data integration.



#### China General Chamber of Commerce

Founded in 1994, the China General Chamber of Commerce ("CGCC") has been recognized as the largest and most influential non-profit organization representing Chinese enterprises in the world. Its membership consists of more than 3,400 Chinese companies. CGCC's mission is to create value, generate economic growth, and enhance cooperation between the overseas companies and Chinese business communities. CGCC conducts extensive research and provides a broad range of programs, services, and resources to its members and key stakeholders in an effort to foster the mutual understanding, trust, and engagement between the overseas companies and Chinese business communities.

#### China Chamber of International Commerce

China Chamber of International Commerce, or CCOIC, was established in 1988 with the approval of the State Council of the People's Republic of China. Affiliated to China Council for the Promotion of International Trade (CCPIT), CCOIC is a nationwide chamber of commerce comprised of enterprises, groups and other business organizations that are engaged in international commercial activities in China.



中国商业联合会  
CHINA GENERAL CHAMBER OF COMMERCE



中国国际商会  
China Chamber of International Commerce

## IN THE HEART OF HONGQIAO

IMX Shanghai is located in the heart of the Hongqiao Commercial Zone, just five minutes drive from the Hongqiao Transport Hub, which boasts easy access to the entire country and region via international flights and high-speed trains.



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[IMAGE OF INNER DURIAN - SEE MOODBOARD]



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