



## VALIANT CAPITAL SHANGHAI OFFICIALLY OPEN 上海威廉投资有限公司正式开业



With all systems in place, Valiant Capital (Shanghai) Ltd officially opens for business on 5 July 2013 at Sunny Days City in the commercial district of Xujiahui. At the opening ceremony, the mood was one of jubilation and cheer as Valiant Capital management and staff from both China and Singapore, guests and customers jostled and mingled in the plush and newly renovated office.

As a mark of an auspicious beginning, Directors of Valiant Capital Shanghai, rolled pineapples past the threshold into the office, witnessed by excited guests, which included the Organizing Committee Chairman of Shanghai Singapore Business Association (SSBA) National Day Celebrations, Mr Ong Khim Kiat.

Situated in a mixed development building on the 21st floor, our 2,700 sq ft new office commands a panoramic view of the surrounding area, and in close proximity of Hongqiao Domestic Airport and Shanghai South Railway Station airport. There is a shopping mall on the lower floors which are directly linked to the Yishan Underground Metro, making excellent accessibility in the ever-busy metropolis of Shanghai.

上海威廉投资有限公司于2013年7月5日一切准备就绪，在徐家汇商业区的光启城正式开业。在开业典礼上，来自中国和新加坡的威廉投资的管理人员和员工以及宾客欢聚在全新的豪华办公室里，气氛浓烈。

作为开业大吉的一个标志，威廉资本上海公司的董事滚动菠萝穿过入口进入办公室，众多兴奋的观众见证了这一时刻，包括上海新加坡商业协会（SSBA）国庆庆典组委会主席，Ong Khim Kiat先生。

我们新的办公室位于一座综合开发大楼的21楼，面积为2700平方英尺，可以观赏周围地区的全景，邻近上海虹桥机场和上海火车站。办公室楼下有一个购物商场，与宜山路地铁直接相连，可以在上海这座大都市里享受便利的交通。

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## VALIANT CAPITAL'S VERY OWN GOLD BULLIONS 威廉资本拥有完全属于自己的金条



Valiant Capital Gold Bullions and wafers  
威廉集团的金条和金箔

Now that our Valiant Capital Shanghai operations are in "full steam ahead" mode, we are ready to enter the market with our very own freshly minted gold bullions and wafers. Available in 10gms, 100gms, and 1 Kg, the gold ingots are embossed with Valiant Capital logo and the inscriptions "COURAGE", "STRENGTH", "EXCELLENCE" & "RESILIENCE" on one side and the distinguished Lion Head on the reverse side.

Produced from 999.9 Fine Gold, these gold bullions and wafers exuberates confidence and respect with the "Singapore" brand and will be well received both in Singapore and China.

我们上海威廉投资有限公司已处于“全速前进”模式，我们已准备好带着我们自己新鲜铸造好的金条和金箔进入市场。金锭重量分10克、100克和1千克，上面印着威廉投资的商标，一面刻有“COURAGE”（勇气）、“STRENGTH”（力量）、“EXCELLENCE”（卓越）& “RESILIENCE”（抗性）等字样，另一面是一头高贵的狮子头形象。

这些金条和金箔以999.9纯金打造，以“新加坡”为品牌，彰显自信与尊荣，定将大受新加坡和中国顾客的欢迎和喜爱。

## OUR SHANGHAI STAFF APARTMENT 我们的上海员工公寓

Valiant Group always believe in looking after its employees well, as they are the back-bone of the organization. In this area we do not compromise in looking after their welfare. When we set up the Shanghai office, we also acquired a well-appointed apartment in the vicinity of our office as accommodation for our Management team from Singapore.

Perked high up on the 27th Floor of Kai Tou Apartments, this 1,100 sq ft three bed-roomed apartment over-looks Xujiahui district and is only 5 minutes walk from our Shanghai office building. Equipped with a well out-fitted kitchenette, dining and living rooms, attached toilets and balcony, our Shanghai Staff Apartment is the "dream" home for our Singapore & China staff. After-all, it is their "home" away from home.

威廉集团始终坚持要照顾好员工的福利，因为他们是支撑整个集团的支柱。在这个方面，我们不会损害员工的任何福利。我们建立上海办公室之时，我们便在附近找了一个设施完善的公寓，以供来自新加坡的管理团队居住。

公寓位于凯托大厦的27楼，从这个面积为1100平方英尺的三室公寓可以俯瞰整个徐家汇区，距离办公大楼只有5分钟的步行路程。配备有一个设施完善的小厨房，餐厅和客厅，还有卫生间和阳台，我们上海的员工公寓是我们新加坡和中国员工的“梦想”之家。毕竟，这是他们远离故土的“家”。



Staff Apartment Building  
员工公寓楼



Living/Dining Area 客厅/餐厅



Bed-room 卧室



Kitchen 厨房



Toilet 卫生间



## CORPORATE SPONSOR - MAKING AN IMPACT

### 提供企业赞助 - 制造影响力

It is natural to build relationships in a new territory as a means to establish our foot-hold in Shanghai. Towards this end, we took on corporate sponsorship at the recently-held Singapore 48th National Day Celebrations, held at the brand new Shangri-La Hotel in Shanghai on 17 August 2013.

Organized by the Shanghai Singapore Business Association (SSBA), this annual event was graced by His Excellency, Singapore Ambassador to China, Mr Stanley Loh. The 800-strong crowd was treated to a night of fine dining, musical extravaganza and prizes galore. Apart from enjoying a medley of songs by 3 actors (specially flown in from Singapore), from the movie "Ah Boys to Men", we were able to rub shoulders with the top honchos of the Singapore business community in Shanghai and the neighboring Provinces. We did not go home empty handed either - winning 10 lucky draw prizes for our table.

As a corporate sponsor of this event, our company logo was featured in the stage background and acknowledgement notice distributed at the dinner. We also had an advertisement space in their commemorative magazine, apart from a dinner table close to the VIPs.

在一个新的地域建立起人际关系，对于我们能够在上海建立立足点来说至关重要。为达到这一目的，我们为近期举行的新加坡国庆48周年庆典提供了企业赞助，这次庆典于2013年8月17日在上海香格里拉大酒店举行。

该年度盛事由上海新加坡商业协会（SSBA）组织，而新加坡驻华大使，Stanley Loh 阁下 的光临使其大大增辉。800宾客共度了一个难忘之夜，享用精致晚宴，观看音乐表演，还收获了丰厚的奖品。除了欣赏由电影《新兵正传》（Ah Boys to Men）中的3位演员（特地从新加坡飞来中国的）带来的歌曲表演外，我们还能近距离接触上海新加坡商业协会以及邻省的最高领导人。我们也没有两手空空的回去——我们这一席很幸运的抽到了10个奖品。

作为此次活动的企业赞助商，我们的公司标志出现在舞台背景上，并有致谢牌分散在晚宴各处。除了餐桌靠近VIP席外，我们还在他们的纪念杂志上有一个广告位。



Valiant Capital Shanghai Team  
上海威廉投资有限公司团队



Signing the guest book  
宾客登记簿上签名



One for the Album  
一个相册

## OUR PRESENCE AT LUXPROPERTY 2013

### 参展上海臻品物业私人品鉴会2013



Investment exhibitions are always an effective platform for Valiant Capital (Shanghai) to reach out to our target market in China. Our success from the sales leads at these events has been encouraging.

To continue our marketing efforts in this area, Valiant Capital (Shanghai) took part in another such exhibition, called LuxProperty 2013, the 12 Shanghai International Luxury Property Show (Autumn), held at Jing An Shangri-La Hotel from 14 - 15 September 2013. Taking two prominent booths space in the show, our team of Management Staff and Relations Executives from China and Singapore were all out to make a kill, armed with attractive investment platforms and programs.

Displayed on site were our gold bullions and huge promotional posters to publicize the Valiant Capital brand name.

投资展一直是威廉资本上海公司进击中国目标市场的一个有效的平台。这类活动而给我们带来的销售上的成功使我们备受鼓舞。

为了保持我们在此方面的营销力量，威廉资本上海公司参展上海臻品物业私人品鉴会2013（LuxProperty 2013），这是第12届上海国际奢侈品展（秋季），该展会于2013年9月14-15日在静安香格里拉大酒店举办。在展会上，我们拥有两个展位大小的大展台，来自中国和新加坡的管理人员和客户关系主管全体出动，准备了极具吸引力的投资平台和项目。

在展会上展出的是我们的金条和巨幅宣传海报，以宣传威廉集团的品牌。



## JEWELLERY SHOPS IN SHANTOU & SHANGHAI 汕头与上海珠宝店

Our Chairman/CEO Simon Goh made a recent trip to Shantou, his second in 2 months, with General Manager, Louis Koh and Operations Director, Tony Wang to follow up on our jewellery shop venture.

Talks were conducted with our business partners in Shantou to develop at least two jewellery outlets in this fast-growing city in Southern China. The outlook there is very promising and we envisage that it will not be long before our plans in Shantou become a reality.

In Shanghai, we have also just launched our own high-end Jewellery brand, VARINIA. Our first jewellery store is undergoing renovation at Sunny Days City, #01-150, with more chain stores planned. Look out for more information on our VARINIA investment platforms in our upcoming marketing materials.

我们的主席/首席执行官吴志坚最近去了一趟汕头，这是他在2个月内第二次去那里，同去的还有总经理许荣成和运营总监王宇超，此行的目的是去了解开珠宝店的相关事宜。

我们与汕头的商业合作伙伴进行了一些磋商，准备在这个快速发展的华南城市建立至少两个珠宝销售点。那里的前景非常看好，我们的筹备工作也在顺利地进行当中，所以，我们相信过不了多久我们的汕头珠宝店计划就会变成现实了。

在上海，我们也刚推出了我们自己的高端珠宝品牌——VARINIA（威利娜）。我们的第一个珠宝店坐落在光启城 #01-150，目前正在进行装修中。同时，我们还在计划着多家连锁珠宝店。有关我们VARINIA（威利娜）投资平台的更多信息，敬请关注我们将发布的市场营销资料。



## NEW PROMOTIONS IN SHANGHAI 上海促销新举措



### Partnering a Brand name

Joint promotions is another avenue Valiant Capital will adopt in its overall marketing and sales strategy to penetrate the Shanghai market. We have successfully negotiated with the Postal Saving Bank of China (with thousands of branches all over China) to do joint promotions of our products and services. For a start, a promotional gift in the form of a telephone charger bearing both our companies' logos has been produced for mass distribution. This promotion campaign will very quickly raise the image and brand name of Valiant Capital Shanghai in the minds of the China consumers.

### 与品牌合作

联合促销是威廉投资总体营销和销售策略中为开拓上海市场而将采取的另一手段。我们已经与中国邮政储蓄银行（在中国拥有成千上万家分行）协商合作成功，将对我们的产品和服务进行联合促销。首先，我们已经生产了大量印有两家企业商标的手机充电器，作为大规模发放的促销礼品。这次促销活动将会很快地提升威廉资本上海公司在中国消费者心中的形象与品牌意识。



### New Marketing Flyers

Valiant Capital believes in coming up with new sales promotions on a regular basis to attract customers. Now, we have produced a new sales/marketing flyer (in two designs) to promote our gold trading platform and schemes. Printed in easy to handle A-5 size, this leaflet spells out the investment commitment and benefits with simple charts and illustrations.

### 新的营销宣传单

威廉资本相信，发布新产品时定期的促销活动会吸引顾客。现在，我们已经制作出一份新的销售/营销宣传单（2个设计样式），用于推广我们的黄金交易平台和方案。传单为便于手拿的A-5大小的纸张，用简单的图标和插图清楚地说明了投资承诺与利益。

## THE "RE" CONNECTION R.E的定期实训

Training is an essential component of Valiant Capital business model, and no effort is spared to gear our Relations Executive for their marketing/sales task. In Shanghai, the same rigorous training program is implemented. Relations Executives convene regularly for briefing and dialogue sessions at our office. This regular inter-face augurs well for the exchange of ideas and generation of passive communication.

培训是威廉资本商业模式中必不可少的一环，并将不遗余力的协调好我们的客户关系主管，让他们更好的完成营销/销售任务。在上海，同样要开展严格的培训活动。客户关系主管会定期聚集到办公室开会，作简要的介绍和对话。这种定期的内部碰面是交换意见和形成被动交流的好时机。



Local RE training  
当地再培训



## TOP" PERFORMERS - THE RACE HAS BEGUN 销售之星 - 竞赛已经开始

The race has begun for sales excellence, not only in Singapore, but China. Now the Singapore Team is challenged by the ever-hungry China Sales Team. This is a healthy and inspiring competition to bring out the best in each individual sales personnel.

销售绩效的竞赛已经开始了，不单在新加坡，中国也一样。现在，新加坡团队正面临着永远雄心勃勃的中国销售团队的挑战。这是场健康且振奋人心的竞争，它将呈现出每个销售员工最好的一面。

### Singapore 新加坡



**Sophia Low**  
刘秀慧

Top Sales Awards  
销售精英奖  
May 2013 & July 2013  
2013年5月 & 2013年7月



**Jerline Foo**  
符麗芳

Top Sales Award  
销售精英奖  
June 2013  
2013年6月

Top Qtr Sales Award  
季度销售精英奖  
Apr - Jun 2013  
2013年4月-6月



**Herbert Chua**  
蔡千發

Top Sales Award  
销售精英奖  
August 2013  
2013年8月

### Shanghai 上海



**Susan Xiu**  
肖素珊

Top Sales Award  
销售精英奖  
September 2013  
2013年9月



## LATEST NEWS ON VALIANT GROUP

### 威廉集团最新消息

#### Valiant Security & Network Moves to New Corporate Office

On 28 September 2013, Valiant Security Services Pte Ltd and its sister company Valiant Network Pte Ltd moved to our new office at Midview City (Unit #04-52) at 20 Shin Ming Lane, District 20. With rapid expansion and recent developments in both Valiant Security and Valiant Network, we have reached a point where we need additional space to house our enlarged business units.

At our new location in Sin Ming, our office floor area of 1,568 sq ft is an increase of 30 % with better accessibility, being close to major expressways and ample car-parking facilities. Completed only in 2012, this sparkling and brand new complex is a majestic word class architectural designed building for today's modern day businesses. The office lot is equipped with stylish and professionally fitted offices facilities and services.

#### 威廉保安服务&安保设备公司搬至新办公室

2013年9月28日, 威廉保安服务有限公司及其兄弟公司威廉安保设备有限公司将办公室搬到了Midview City (#04-52单位), 地址: 20 Sin Ming Lane, District 20. 随着威廉安全服务和威廉网络的快速扩大和近来的发展, 我们已经到了需要额外的空间来容纳我们扩大的业务团队的时候了。

我们位于Sin Ming个的新办公室楼面面积为1568平方英尺, 比原来的办公室大了30%, 且交通更便利, 靠近主要的高速公路, 并有足够的停车设施。这座闪耀的、全新的综合大楼到2012年才竣工, 是一座设计一流的宏伟建筑, 为如今的现代商务而建。办公室配备有专业且时尚的办公设备和服务设施。



#### Promising SME 500 2013 Medallion Award

As part of receiving the "Promising SME 500 2013" Award, Mr Simon Goh Chee Kin, Chairman/CEO of Valiant Security Services Pte Ltd was presented with a "Medallion" at their Award Ceremony held on Thursday, 5 September 2013 at the Bay Sands Convention Centre.

This once-a-year event, organized by the Small Medium Business Association (SMBA), salutes the Promising SME 500 award recipients and acknowledges the contributions made by Singapore businessmen, and acts as the platform to inspire the budding entrepreneurs of tomorrow.

#### 2013最具潜力中小型企业500强

2013最具潜力中小型企业500强 (Promising SME 500 2013) 颁奖典礼于2013年9月5日周四在滨海湾金沙会展中心 (Bay Sands Convention Centre) 举办, 作为颁奖典礼的一部分, 威廉保安服务公司董事长/首席执行官吴志坚先生出席了颁奖典礼并与奖章共同亮相。

这个一年一度的颁奖典礼由中小型企业协会 (Small Medium Business Association) 主办, 旨在祝贺获得最具潜力中小型企业500强称号的企业, 对新加坡发展做出贡献的商务人士表示认可, 这也是激励新建企业未来发展的平台。



## VALIANT GROUP 威廉集团

### SINGAPORE 新加坡

Valiant Capital Pte Ltd 威廉投资公司  
Valiant Security Services Pte Ltd 威廉安全服务公司  
Valiant Network Pte Ltd 威廉安保设备公司

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