



## THE SHANGHAI DREAM. HOW IT ALL STARTED..... 上海梦。如何全面开启.....



With the successful opening of Valiant Capital Pte Ltd in Singapore in November 2012, the founder & CEO Simon Goh and his Directors decided that it was time to venture abroad to seek business opportunities and increase our clientele base in the new year. A group of 14 Representatives from Valiant Capital Pte Ltd braved the cold Spring in Shanghai to participate in the 3rd Overseas Property, Immigration & Investment Fair 2013 from 1 - 3 March. That fateful event heralded our entry into the China market.

Held at the Shanghai International Convention Center in Pudong, our team made "first-hand" contacts with many promising prospects who expressed interest in our Gold Investment programs. During the 3-day event, our energetic Team inter-acted with an equally enthusiastic crowd of visitors who sat through many rounds of face-to-face dialogue sessions. The show ended on a high note as we managed to get a feel of the market potential, established useful business contacts.

At the same time, Valiant Capital also laid the foundation for our first Representative Office in Shanghai at Unit 2410, Ziguang Building, No. 341 Shangcheng Road, Pudong. This move augurs well for confidence building and the sustainability of our business model in the Mainland.

Not resting on its laurels, a team of Relations Executives and our CEO quickly set off for Shanghai again to follow up on a bigger Investment Exhibition, "15th Shanghai Real Estate Market Exhibition" held from 15 - 18 March 2013.

随着2012年11月威廉投资公司在星嘉坡的成功设立，公司创始人兼首席执行官Simon Goh和他的董事们决定是时候拓展国外市场，寻求更多的商业机会并且在新的一年里扩大我们的客户人群。一群来自威廉投资公司14人的团队冒着上海春日的严寒，参加了于3月1日至3日第三届举办的海外置业·移民·投资展览会（Overseas Property, Immigration & Investment Fair）。这具有决定性作用的展会也预示着我们开始进入中国市场。

这次展会在浦东区的上海国际会议中心举办，我们的团队在这里与很多对我们的黄金投资项目感兴趣的潜在客户进行了直接的交谈。在为期3天的展会中，我们精力充沛的团队与同样充满热情的观众积极互动，坐在圆桌前面对面的洽谈。这次展会画上了完美的句号，我们感受到了这个市场的潜力，建立了有用的商业联系。

同时，威廉投资也奠定了在Unit 2410, Ziguang Building, No. 341 Shangcheng Road, Pudong设立第一个代表办公室的基础。这个举措也预示着我们在中国大陆建设并且延续我们的商业模式的信息。

从来都不会因为现有的荣誉停下脚步，我们的客户关系团队和我们首席执行官又一次前往上海，参加一个更大的投资展会，即2013年3月15日至18日举办的第15届上海之春房地产展示会（15th Shanghai Real Estate Market Exhibition）。



# VALIANT CAPITAL (SHANGHAI) LIMITED. THE JOURNEY BEGINS....

## 威廉（上海）投资有限公司。旅途开始.....



Two months after our Representative office was set up, Valiant Capital (Shanghai) Limited, our very own investment company was successfully registered in Shanghai. Following intensive scrutiny and valuation, we finally settled for a prominent spot in the heart of the commercial district of Xujiahui to set up our very first China office.

Situated on the 21st floor of a mixed development building Sunny Days Mall, our new office boasts of an area of 2,700 sq feet of prime space. There is a shopping mall with major international fashion brands on the lower floors which are directly linked to the Yishan Underground Metro, making excellent accessibility in the ever-busy metropolis of Shanghai.

Styled after our Valiant Capital Singapore office, there is a gold trading floor as well as back-end support offices. Professionally manned by both Singapore Management and Mainland Chinese staff, we envisage our China operations to oil the wheel of Valiant Investment's growth and spur our expansion in the region.

With all systems in place, Valiant Capital Shanghai Pte Ltd officially opens for business on 5 July 2013. At the opening ceremony, Simon Goh announced that there would be more business rolling out in the ensuing months, one of which is our Jewellery store, VARINIA.

两个月后，我们的代表办事处威廉（上海）投资有限公司成立了，这是属于我们自己的投资公司在上海成功注册。在紧密的审查和评估后，我们最终将我们的第一个中国办公室设立在了徐家汇商业区中心，地理位置十分优越。

我们的新办公室位于一座混合开发大楼“光启城”的21层，面积达2700平方英尺。办公楼下一个包含各大国际时尚品牌的购物商场，可直接通往“宜山路地铁站”，即便是在上海这座繁忙的都市里，也能享用非常便捷的交通。

与我们威廉投资新加坡办公室一样，这里也包括黄金交易大厅以及后期支持办公室。上海办公室由新加坡的团队和中国大陆的员工共同管理，我们相信我们在中国的运作将会是威廉投资公司增资的润滑剂，加速我们在这个地区的扩张。

随着所有系统的完善，威廉（上海）投资有限公司于2013年7月5日正式开业。在开业庆典上，Simon Goh宣布我们将在下月开设一家珠宝店，VARINIA。

## GOING THAT EXTRA MILE TO REACH OUR CUSTOMERS

### 付出更多的汗水，吸引更多的客户

With an innovative streak in our marketing campaign, our Management team in Shanghai, led by our General Manager Louis Koh, came up with all sorts of ideas to reach out to our potential customers. As clients' behaviors are vastly different in China, we had to be creative and work with large chain super-markets like Lian Hua Supermarket and E-Mart to set up sales kiosks outside their premises to run our "Mini Road shows"

For a start we had presence in four prominent locations in Shanghai since end September this year. Operating from 10am to 10pm daily and we managed to raise our visibility and profile. Special marketing mailers were distributed to promote our gold platforms and lots of potential sales leads were established, many of which ultimately turned into actual sales!

我们上海的管理团队在营销活动这一领域具有创新精神，在总经理Louis Koh的带领下，想出了各种各样的点子来吸引潜在客户。在中国，由于客户的行为大庭相径，我们必须要有创造力，与大型的连锁超市如联华超市和易买得超市合作，在他们的超市外设立销售点来进行我们的“迷你路演”。

首先，我们从9月底开始在上海的四个主要场所出现，每天从上午10点至晚上10点，我们设法提升我们的知名度和提升人们对我们了解。发放特别的营销信件，推广我们的黄金平台并且建立了很多潜在销售客户联系，而且很多最终都变成了实际的销售！





## CONNECTING WITH CUSTOMERS AT MORE EXHIBITIONS

### 参加更多的展会，联系更多的客户



To continue our marketing efforts to reach out to our target audience, Valiant Capital Shanghai took part in another exhibition, "LUXPROPERTY 2013", the 12 Shanghai International Luxury Property Show (Autumn), held at Jing An Shangri-La Hotel from 14 - 15 September 2013. This show attracted the right calibre of visitors whom our team of Management Staff and Relations Executives took full advantage of connecting with.

Investment-related exhibitions are always an effective platform for Valiant Capital Shanghai to obtain sales leads and our experiences have shown that the results from each show get more and more encouraging.

We struck GOLD at the next Investment exhibition, Shanghai Real Estate Expo (9th Shanghai Overseas Property and Investment Immigration Show), held from 3 - 6 October 2013, right after China National Day celebrations. We took 2 "Open Concept" booths which served us very well with the non-stop flow of customers coming in to discuss their gold investment plans with our Team of Managers and Relations Executives.

Many of the visitors participated in our Gold investment schemes and got a chance to try their hand at our instant Lucky Draw where they stand to win 1gm & 10gms of Gold wafers and other attractive valiant souvenirs and gifts. Many customers also returned to our office the following weeks to close their gold investments deals.

为了继续市场推广，吸引更多的目标客户，威廉（上海）投资公司参加了另一个展会，即2013臻品展（LUXPROPERTY 2013），此次展会于2013年9月14日至15日在静安香格里拉酒店举办，吸引了很多目标观众参展，我们的管理人员和客户关系专员充分利用此次机会，与这些观众进行了洽谈。

投资展一直是威廉资本上海公司进攻挖掘潜在客户的一个有效的平台，我们的每次参展经验都取得了很好的成效，这也让我们备受鼓舞。

接着，我们又参加了另外一个投资展会，上海房展会（第9届上海海外置业投资移民展），于2013年10月3日至6日举办，就在中国国庆节之后。此次我们的展台是两面打开的，这可以更方便的让络绎不绝的消费者到我们展台来与我们的管理团队以及客户关系专员探讨他们的黄金投资计划。

很多观众都参加了我们的黄金投资计划，并有机参加我们的幸运抽奖，赢取1克或10克的金币以及其他有吸引力的威廉纪念品和礼品。很多消费者还在接下来的几个星期内到我们的办公室，完成他们的黄金投资交易。





## VALIANT CAPITAL'S VERY OWN GOLD BULLIONS

### 威廉投资拥有完全属于自己的金条

With our presence firmly up in China, Valiant Capital Shanghai operations is now 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 command confidence and respect with the "Singapore" brand and will be well received both in Singapore and China.

随着我们在中国市场日益强大，上海威廉投资公司现已准备带着我们刚铸成的金条和金币进入市场。金锭重量份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）的字样，另一面是一头高贵的狮子头。

这些金条和金币以999.9纯金打造，以“新加坡”为品牌，彰显自信与尊重，定将大受新加坡和中国顾客的欢迎。



## SALES ARE OVERWHELMING IN SHANGHAI !

### 在上海的销售势不可挡！



Our hard work really pays good dividends as demonstrated by the continued support and acceptance from our hordes of customers who not only closed sales at our exhibitions and road shows, but also came streaming into our Valiant Capital Shanghai office to make new transactions - on a daily basis.

The response to our gold platforms has been promising and encouraging. We have people coming in to try out with 100 gms of gold which is a good start. Others signed up for 500 gms or more. During our last exhibition in early October, we closed more than 5 Kilograms of gold transactions over a 4-day period.

So far, our single largest order was for a 2.8 kilograms contract and we anticipate the trend will continue as Shanghai is a huge market and the people's appetite for gold in China as a form of investment instrument is legendary. We need to work harder and tap deeper for more significant results. It is always possible.

我们的努力工作真的能产生很高的股息，我们不断收到客户支持和认可就很好的证明了这一点，他们不仅与我们在展会和路演上直接完成交易，而且还来到我们上海威廉投资的办公室与我们进行新的每日交易。

我们的黄金平台取得的反响也证明这个项目的可行性，让我们备受鼓舞。现在已经有客户尝试100克的黄金，这是一个非常好的开端。其他的客户与我们签订了500克或更多的黄金交易。在10月初我们最后一次展会上，我们在4天内签订了超过5千克的黄金交易。

至今，我们单笔最大的订单是2.8千克的合同，我们预计这一趋势还将继续，上海真的是一个非常巨大的市场。在中国，黄金作为一种投资工具，人们对他的需求是个传奇。我们需要更努力更深入以便获得更显著的成效。这总是有可能的。



## OUR SHANGHAI STAFF APARTMENT

### 我们的上海员工公寓



To ensure that our Singapore employees seconded to Shanghai are well looked after, the company provide comfortable accommodation for them so that they can concentrate on their work. When we set up the Shanghai office, we also acquired a well-appointed apartment in the vicinity of our office for their convenience.

Located 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.

为了确保我们新加坡的员工在上海都能得到很好的照顾，公司为他们提供非常舒适的宿舍，让他们可以专注于工作。当我们在设立上海办公室的时候，我们同时还租了一个非常好的公寓，就在办公室的附件，非常方便。

位于凯托大厦的27楼，这个1100平方英尺的3居室公寓可以俯瞰整个徐家汇的景观，步行至我们的上海办公室仅需5分钟。

## BUILDING RELATIONSHIPS 关系建立.....

### The Singapore Connection

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 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. 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.

### 新加坡关系连接

在一个新的地域建立起人际关系，把它作为我们在上海建立立足点的方式，这是很自然的事。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 阁下的光临使这次年度盛会大大增辉。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。



### Partnering a Brand name

Building business relationships through joint promotions is another avenue Valiant Capital will adopt in its overall marketing and sales strategy to penetrate the Shanghai market. We 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. In this respect, we produced a telephone charger bearing both our companies' logos as a corporate give-away. 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

通过联合促销建立商业合作关系是威廉投资将在全面营销和销售战略上采取的又一条大道，我们成功与中国邮政储蓄银行（在中国有上千所分支银行）达成合作，联合促销我们的产品和服务。在这一方面，我们生产了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。





## SPREADING OUR WINGS - VARINIA JEWELLEY SHOPS 扩大我们领域 — VARINIA珠宝店

To add diversity in our gold investment platform, Valiant Capital introduce jewellery as a luxury item in our offerings. Thus the birth of our own brand of jewellery, VARINIA. Our first high-end jewellery store is undergoing renovation at Sunny Days City, #01-150, with more chain stores planned in Shanghai, Guangzhou, Xiamen, Wenzhou and Hangzhou. This will probably make us one of the first in the region to offer such an investment platform where our customers can increase their financial wealth through our exciting "buy & sell" investment programme.

丰富我们黄金投资平台的多样性，威廉投资引入珠宝作为我们产品的一款豪华项目。因此，我们自己的珠宝品牌——VARINIA就这样问世了。我们第一家高端珠宝店位上海光启城#01-150号，目前正在进行装修，并计划在上海、广州、厦门、温州和杭州开设更多连锁商店。这将有可能会使我们成为这片地区第一家提供这类投资的平台，在这个平台上，我们的客户能够通过刺激的“卖&买”投资项目增加他们的财富。



## OUR "REs" - THE BACK-BONE OF VALIANT CAPITAL “客户关系专员” — 威廉投资公司的骨干



Training for our team of Relations Executives 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.

培训我们的关系专员团队是威廉投资公司商业模式不可或缺的组成部分，没有什么比关系专员的市场&销售任务更重要的事情。在上海，我们正在实施同样严格的培训计划。我们在办公室定期召集关系专员，进行简要指示并开展对话会。这个定期接触对交换意见和激发交流热情很有帮助。

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