

Speak Up, Don't Just Listen

Shanghai, Wednesday, January 04, 2012

Dear Sir, Dear Madam,

A new year has come and as you might be aware the end of the year 2011 will also bring a new beginning in 2012, a new start and new annual kick –off and when looking back there is always room for improvement to make things better, being the best that we can be!

One lesson we have learned in the past year is that listening is a critical, often underutilized skill, but if listening is already our forte, we may need to do more talking and speaking up is a good way to demonstrate our expertise and gain confidence of those around us. Being hesitant means that finding a safe place to try it out first might be a good way to start with and that's why we do have bridge building and team building activities across our four C2C Asia Divisions in China Mainland. Across our enterprise we have now come up with a talk shop with colleagues to test ideas and to refine them we have arranged meetings between employees and management, so called 1-2-1- sessions.

In terms of speaking up I'm now speaking up and inform the reader about our highest mark of achievements and now official company structure across China Mainland.

Given that we have four incorporated enterprises in China Mainland, 2 in Beijing and 2 in Shanghai we decided to setup a head-office in Shanghai that is registered with this purpose, an office only for the "head" of our company and representation office, which does not mean that all our employees have to be in our head office / including managers who are leading teams:

1. C2C Shanghai Trading Division / incorporated enterprise in 2003
2. C2C Shanghai Head Office Division & Sales Teams / incorporated enterprise in 2009
3. C2C Beijing Trading Division / incorporated enterprise in 2005
4. C2C Beijing Sales & Consulting Division / incorporated in 2008

In China banking and accounting cannot be done in one city only, because rules and regulations differ in each city and each company has holding different rights or licenses to run certain business operations. For example the Beijing F&B Import Division has the right to import food & beverage products, but to complete our task to sell those products in Beijing we setup a "sales & consulting company" for having the right to consult our clients which product might be the perfect match for their operations.

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Don't Just Listen, Speak Up!
Being the best we can be for 2012



Being based in Shanghai & Beijing does not also mean that we have to only operate in China, we are also doing export of textiles to overseas and last but not least, most of our business is related to seller & buyer introductions from companies and people from many different kind of folks. We do introduce seller & buyer on all continents in the world and even it is not involved with the Chinese market most of the times.

This year we are also very proud to announce our latest project, given the high number of approaches from people asking for a job opportunity and introductions to companies who might be interested in their profile, a HR-website company, which will be completed probably in Q4 2012, called Shangbanban.com. (上斑斑.com)

In our textile division, we have been establishing new distribution channels in more than 10 countries and we have reached our 2011 benchmark, which was a 4% growth in exporting textiles, thanks to our sales & marketing teams that have done a great job for achieving top performance results.

For the import into China Mainland we did manage to expand our portfolio up to around 100 products that we are actively importing into China Mainland via Beijing and Shanghai, those products can be found online when logging on at www.biaoqian.gov.cn (guest log-in details available upon request).

For and on behalf of all my colleagues at C2C Asia China Mainland Shanghai & Beijing, we would like to thank all our partners for their support and for making things happen that won't be possible to master without their human power and resources.

Happier employees give better returns, let's stay optimistic and keep focusing on our 2012 target: be the best that we can be!

Kindest personal regards,

Alexander

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