

Editorial



Always make your numbers!

C2C Asia's Core Business Model

Shanghai, 1 December 2010

Ladies and Gentlemen:

Certain high-profile events and wide-sweeping reforms have made the environment for corporate governance an enormously challenging one. Pressured by increasing demands for greater knowledge, independence, and accountability, corporate boards are finding themselves under more intense scrutiny than ever. Strengthening the performance of both the board and the company management is now a formidable task that requires extraordinary leadership from the boardroom.

Since C2C Asia China Mainland has been established to attract new business ideas and investors, we have attributed much of our success to a strong sense of community among its seller & buyers. As we would describe it, C2C Asia is a business operation "of the people, by the people, for the people" and we give people a chance to develop their ideas and products and to market them to our pool of entrepreneurs or key decision makers in the world's largest organizations. For many of our clients, no matter whether they are selling or buying products, our company is far more than a place to find seller and buyer, our company is a place where people come together, from all different kind of folks, have targeted discussions about topics they care about and share business ideas to make their business running smoothly.

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C2C Asia China Mainland has a distinct culture, based on trust, respect, autonomy, empowerment, and equality. Many industry analysts believe that C2C Asia's future is based on a simple "market-place" concept, where people come together, bargain, negotiate and do business effectively and that in turn has led to our surge in popularity in the textile, food & beverage and human resources industry, where we do introduce experts for their new roles that they are actively looking to fill.

"The three most important keys of C2C Asia's success is "communication, communication, communication." And in fact, our internal company culture was designed to mirror our external culture. Employees were expected to be open and honest, to treat one another with respect, and to speak up if they believed they were not being treated in this manner. Our Management described C2C Asia as being a nonhierarchical, democratic organization that encouraged ideas and feedback from all employees.

Best regards,



Chief Executive Officer


Alexander AGOSTINI, MBA

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