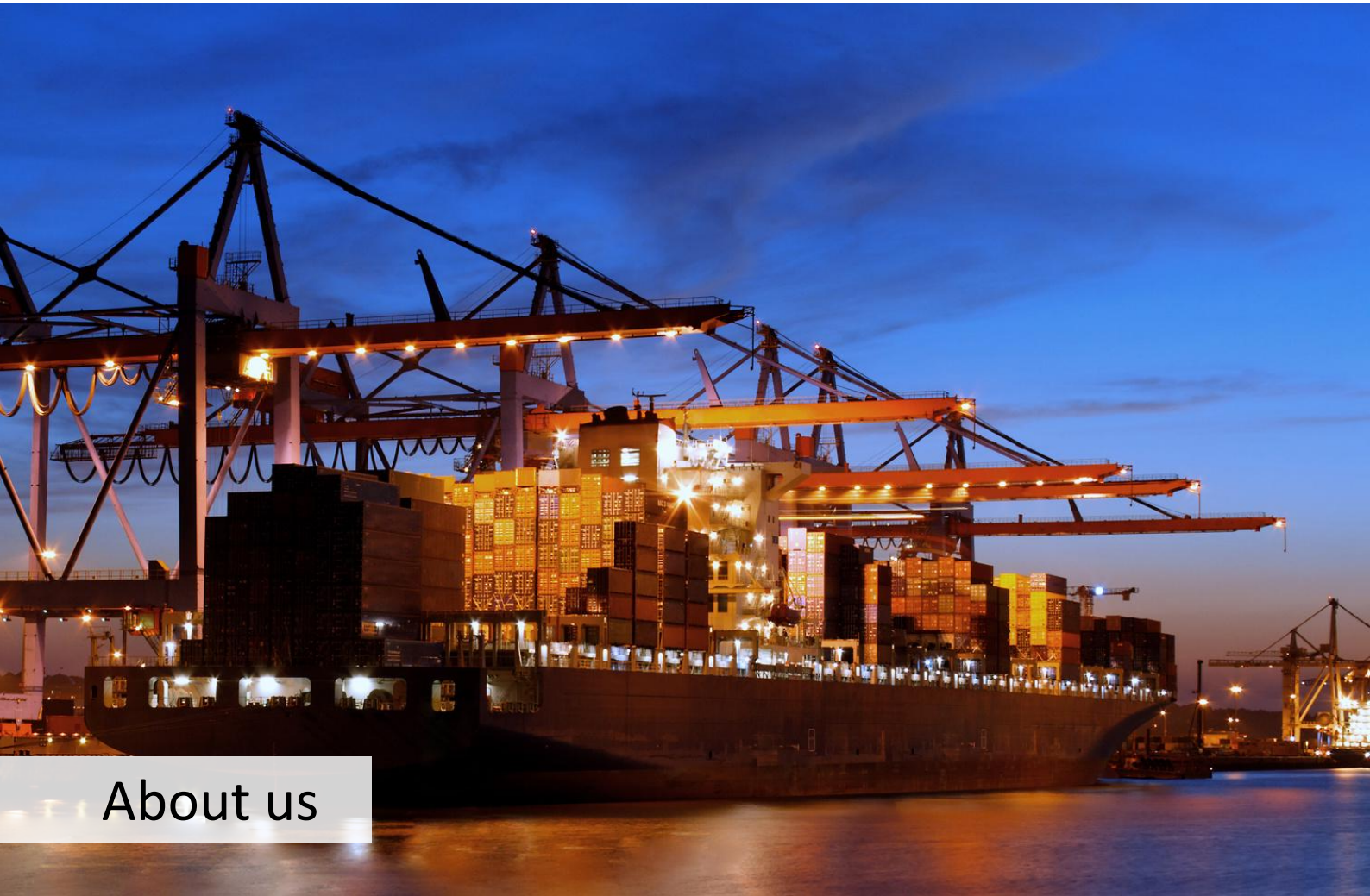




*YOUR RELIABLE TRADE SERVICE
IN CHINA AND GERMANY*





About us

THE COMPANY

DENG OCEAN BEIJING TRADING LTD. is an importer of European products with a supply focus on the German market.

The company was established in 2008 in Beijing and resides here to this day. At present DENG OCEAN is running an office with a storage unit in Beijing with a young and motivated team to conquer the Chinese consumer market and expand our knowledge and position every day.

A second office is located in Hamburg, Germany and supports as a strong partner the supply-side regarding logistics, purchasing negotiation and market research.

THE MANAGEMENT



Kai Büchsenmann
CEO Germany



Paul Büchsenmann
CEO China



History

Deng Ocean Beijing Trading LTD. has to be seen as the collaboration of the second and third generations' effort of a family business. In the 1970s and 80s first trade business with China focused on the export of textiles and running a flourishing wholesale business in Hamburg, Germany. The changing global market and the new generations' preferences lead to a shift in the core product supply towards food supplements.

In 2011 the time was finally ripe to turn the trade business around and use the accumulated knowledge to advance into the demands of global trade in the 21st century. It was time to start the import business to China.

As could be expected we faced a number of challenges whilst applying existing knowledge to a close but not similar trade. First and foremost a Chinese legal entity had to be established. This happened in the Form of Deng Ocean Beijing Trading LTD. The second phase mostly concentrated on acquiring the necessary license to be a general importer. Once this was achieved a product line had to be fixed to enter the Chinese market. By here at the latest our existing knowledge of the dynamics of the Chinese market proved to be extremely valuable. Furthermore, all products demand specific import processes which have now to be established to fully concentrate on the distribution.



Mission Statement

The main focus of our import activities is towards the Chinese consumer markets. First and foremost the development of the Chinese middle class lead to a group of consumers who care very much for the quality of their products and have the means to afford them.

There has always been a strong luxury market in China. As described above we are aiming for a niche under this upper class. Our research suggests that here food and nutrition with a special focus on baby-products is in high demand. Apart from this segment we are however also looking towards cosmetics and trending products. As we see ourselves as a startup in this

environment we are happy to embrace dynamics and use our flexibility to be competitive.

You may read more about the culture and morals of Deng Ocean in our Mission Statement. However, what can be said in short is that recent history has presented us with many young managers who successfully lead their projects to sustainable growth. We pride ourselves with being a young and dynamic team that does not lack the focus or determination of more seasoned individuals. As always in history and philosophy the mix and equilibrium of things makes perfection and Deng Ocean also prides itself by keeping a perfect balance to achieve greatness.



DENG OCEAN
BEIJING TRADING LTD.



**SPECIAL EUROPEAN PRODUCTS
FOR YOUR CUSTOMERS**



DENG OCEAN
BEIJING TRADING LTD.

PRODUCT EXAMPLES

Strong partnerships with suppliers in Germany and other countries in Europe enable us to deliver products of outstanding quality and value to our customers.



COSMETICS



Créateurs Cosmétiques is a Berlin-based German manufacturer of high quality cosmetics. Its focus lies on the supply of specialized industries which use and sell cosmetics to offer their clients a complete service. The companies' credo of offering the highest quality in natural cosmetics for prices which make it accessible for a general day-to-day use has proven to be very successful and admired.

- ✓ Based in Berlin, Germany
- ✓ Production of Natural Cosmetics
- ✓ Exclusive Retail Partners
- ✓ Highest Quality on a Competitive Price Level

Appearance:

- ✓ High Quality Packaging
- ✓ Gift Boxes Available in Various Combinations
- ✓ English and German Print with Chinese White Labels
- ✓ German Certification of Organic Production

This range of products includes Kaloderma, which targets demanding skin for those over 40. Kaloderma offers specific care products for all skin regions, in order to satisfy mature skin in every regard. To achieve the ultimate experience of well-being, Kaloderma is offered in golden packaging to maintain its exclusive feeling from start to finish .



CHOCOLATE



The Halle's Chocolate Factory AG is the oldest still producing chocolate factory in Germany. In the quiet town of Halle (Saale), which is located in central Germany, it produces 120 different Halle's chocolate creations. The most famous of which are the Original "Halle's Balls", taking their name from the old profession of "Salzwirkern".

Also, special editions create variety at Halle's and always attract the attention of the media. Currently, Halle's Playboy Edition is particularly distinguished, consisting of a

"for girls only" and "for men only" package at its center. Furthermore, Halle's offers a range of seasonal products produced around Christmas, Easter, Halloween and for other special occasions, which aligns perfectly with their attractive and fun packaging as a gift for both children and adults.

The Halle's factory is also a museum, which is a tourist magnet especially for its "transparent production". Through the glass walls you can literally watch the chocolate being processed into high-quality bars and pralines.



OLIVE OIL

The Family Nicola Pollà has been producing Olive Oil in Liguria since 1875. Liguria is a region situated in the northern part of Italy. The town where Family Pollà maintains a population of 2,000 and is considered to be one of the most beautiful places in southern Europe. As the tradition demands the recipe for this oil has passed through generations and has not been altered to this day. From the growing of the olive trees, to the grinding the process is closely monitored and only by meticulous adjustment may this fine oil be produced.

- ✓ Produced in a Town of 2.000 Souls
- ✓ Tradition Dating Back at Least 150 Years
- ✓ A Closed Process From Tree to Bottle
- ✓ Inspired by the beautiful People and their Country





Herdade Da Calada



WINE

The winery La Herdade Da Calada enjoys a special prominence in the region of Alentejo. Even though it is one of the most modern wineries in Portugal, it maintains its charm, elegance and of course retains the pleasant Mediterranean way of life. La Herdade was founded in 1854 by the descendants of the Duke of Lancaster. It is a gem in the heart of the Alentejo and is located about 120 km east of Lisbon, in the center of the Alentejo, a region which is known for its high quality wine production.



Under a scorching sun, which gives the grapes their special quality, there unfolds a wide area extending over many different regions. Although the Alentejo is characterized by a charming and traditional European culture, it incorporates a global lifestyle. The estate exclusively uses Portuguese grape varieties. The red wines are produced from the grapes Aragonês, Tincadeira, Alfrocheiro, Touriga Nacional and Alicante Bouschet.





COFFEE

Since 1928, Becking is known for its processing of just the finest coffee beans directly acquired from independent farmers.

The Arabica Coffees are produced without the incorporation of lesser beans from Vietnam or other countries that generally use chemicals to enhance the efficiency of their production. Becking coffee distances itself vehemently from the use of chemicals in their production process. Furthermore, Becking Coffee is exclusively working with farmers who work under sustainable conditions and in a fair trade environment.



In its own roasting facilities in Hamburg, Germany, the company is processing the beans in a drum roaster for more than 20 minutes to assure a gentle roast to coffee or espresso. Following, the ground beans are being wrapped in high quality golden aluminum packaging. All coffees are being packaged directly after the roasting and therefore preserve their uniqueness for at least 1.5 years.



DENG OCEAN
BEIJING TRADING LTD.

CHINA

Room 907, C Block Building Feoso Yujinxiang
No. 216 Tangli Road, Chaoyang District
100012 Beijing

T: +86 132 6422 5575

E: china@deng-ocean.com

W: www.deng-ocean.com

GERMANY

Hagedornstraße 13
Hamburg, 20149, Deutschland

E: germany@deng-ocean.com

W: www.deng-ocean.com