WeChat service

Dutch Sino Business Promotions - Your China content creator!
Overview

- WeChat in a nutshell
- WeChat user interface
- DSBP content management service
- About Dutch Sino Business Promotions
WeChat in a nutshell.

- Biggest online platform in China, currently 963 million active users (monthly);
- Direct info consumption equals to RMB 174 billion (apprx EUR 22+ million) in 2016;
- WeChat is similar to “Facebook + Whatsapp”;
- WeChat creates direct interaction with end users (B2C);
- Functions: newsfeeds, Q&A, Apps (e.g. ticketing, payment...etc)
WeChat User interface (1)

1st layer - Main page

WeChat environment

2nd layer - Subscriptions

Subscription Account
WeChat User Interface (2)

3rd layer - Article summaries

Article title
Editor
Article summary
Standard menu

4th layer - Content

Thanks for following me.

南荷兰省——概况篇
3 augustus

南荷兰省的创新意识与生俱来。我们总是不断地寻找更好的解决方案。我们地处三角洲地区，但合作、发展、创新使我们永不满足。在这个充满活力的都市、商贾活动、文化交流和科学技术得以发展壮大。南荷兰省也是荷兰经济的引擎和文化的发源地。在这里，生活独好！

Read All

= 南荷兰省 = 历史消息 = 关于DSBP

重磅 | 南荷兰省经贸代表团访华！
南荷兰省中国 荷中商务促进DSBP
2018-05-14

（北京）从5月13日至5月19日，南荷兰省政府经贸代表团开始访华！

作为今年河北省（廊坊）国际经贸洽谈会的主宾省，南荷兰省政府由两位女性副省长联袂率团于本周一起对北京和河北省进行为期一周的访问。

南荷兰省政府两位副省长

DUTCH SINO BUSINESS PROMOTIONS
DSBP Content Management Service (1)

- Regular newsfeed/column (weekly, bi-weekly, monthly...etc.)

- DSBP Festival greetings: Chinese New Year
  2019 - DSBP邀您一起展望新年！
  2018即将结束，2019接踵而至。DSBP与您一起回顾和分享我们这一年的成果，并邀请您和我们一起展望2019，祝您新年快乐！

- DSBP Weekly Selected Articles: Dutch Water Tech and development
  解读 | 荷兰的水处理技术及其发展简史
  荷兰人以其水处理技术而闻名。水是他们的基因。荷兰风车（用于排多余的水）, 大坝和排水形成了强大的国际形象。从20世纪早期开始，荷兰人已经开发并维护了海岸的土地。与水管理、空间规划、供水和水质密切相关的技术，

- DSBP Weekly Selected Articles: Circular Economy and Opportunities
  解读 | 荷兰的循环经济与中荷可持续发展的新契机
  循环经济在现代生活和工业生产对“减少原材料利用，促进资源再生利用，保护生态环境”的需求日益增长的背景下至关重要。荷兰商务促进局将多个中荷企业以产业链协作的方式参与循环经济
DSBP Content Management Service (2)

- Theme-based topic articles (water, sustainability, agriculture...etc.)

PIB Urban Challenges Announcement
Covenant signing ceremony

PIB Urban Challenges Member intro
IHS Housing & Urban Development

PIB Urban Challenges News update
Visit of Wuhan Urban Design Institute
DSBP Content Management Service (3)

- Event promotion and registration (seminar, conference, gala, contest...etc.)
- Client relationship management (Q&A, questionnaire, referral services)

PZH China Mission Promotion
Langfang trade fair

Debets Schalke World Horti Expo
Invitation to expo booth visit

Dutch Modern Greenhouse Workshop
Training workshop registration
DSBP **Content Management Service (4)**

- Infographic creation
- Other graphic material (brochures, posters, flyers, etc.)
DUTCH SINO BUSINESS PROMOTIONS

About us

“Your China content creator in no time difference!“
Dutch Sino Business Promotions (DSBP) was founded in 2006 in Rotterdam. Over the years, the company has made its name in the sectors, and in 2017 DSBP opened its China office in Shanghai. DSBP has been dedicated to facilitating and bridging both Dutch and Chinese companies, organizations and governmental bodies to achieve its business development goals as well as international network expansion.

The international project team has various expertise and skill across the focusing sectors, Governmental Relations, Horti-Agriculture and Environmental Sustainability. Since 2013, DSBP has been serving as the China Desk of Province of Zuid Holland, providing strategic advisory, mission organization and cooperation services.

DSBP hopes to strengthen Sino-Dutch relations in the above mentioned sectors and continue to deliver tangible results to our clients.

DSBP Headquarters
Hofplein 20, Rotterdam, The Netherlands
Tel 00 31 (0) 10 310 0829

DSBP China
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GOVERNMENTAL RELATIONS · HORTI-AGRICULTURE · SUSTAINABILITY

www.dutchsino.com
GOALS:
Access CN market
Connect to local user
Increase exposure

ACTIONS:
Announcements
News Updates
Policy disclose
Events

Expertise:
NL-CN Relations
Socio-Political context
Networking & Resources

Services:
Content creation & management
Market advisory
Event organization
Communication

Capacity:
Largest social media application in China
Over millions of active users per day

“Your reliable China partner”

Channel > Message > Impact
DSBP Clients & Partners

- REDSTAR
- ELION
- DEBETS SCHALKE
- Nautilus
- Tencent Cloud
- Deltares
- NLurban Solutions
- Eijkelkamp
- Spido
- Wageningen University & Research
- IHS
- PIB
- HORTILUX
- ZuidHOLLAND
- PrivA
- PIB Urban Challenges – Integrated Sustainable Solutions

DSBP Experiences

- **Inbound missions**
- **Outbound missions**
- Capitalize opportunities from government relations
- Successful business: Hebei Water authorities purchases Dutch technology
- Dutch Sino Matchmaking business event
- Project support

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www.dutchsino.com
YOUR BRIDGE BETWEEN CHINA AND THE NETHERLANDS!

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