



# WeChat service

*Dutch Sino Business Promotions - Your China content creator!*



荷中商务促进有限公司  
DUTCH SINO BUSINESS PROMOTIONS

# Overview

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



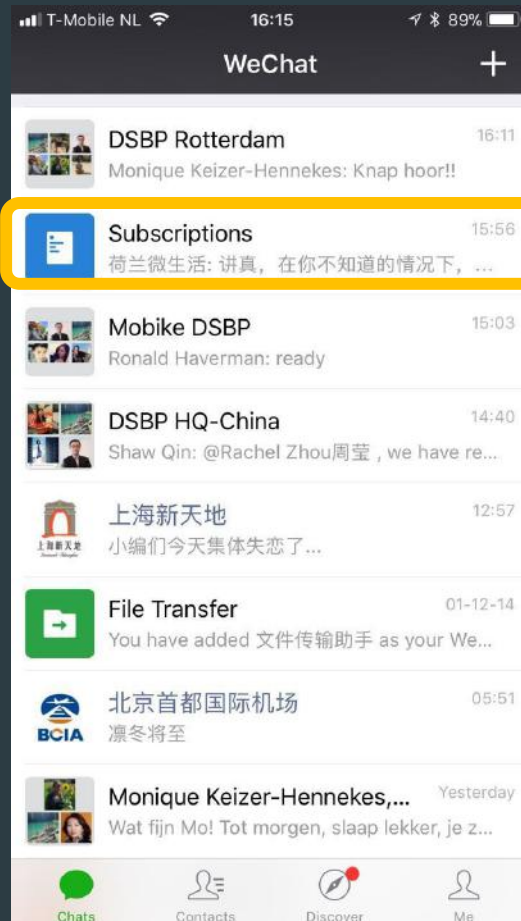
# WeChat in a nutshell.

- ▶ 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)



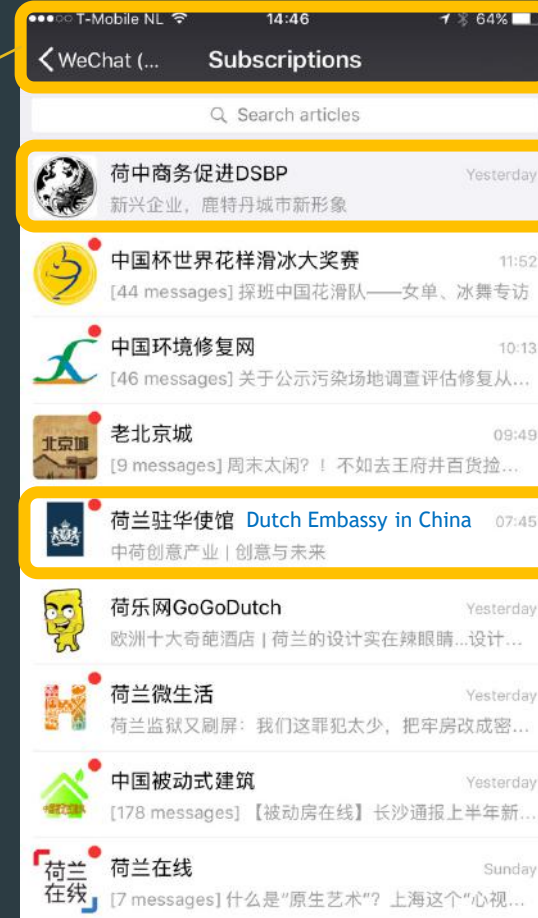
# WeChat User interface (1)

## WeChat environment



1<sup>st</sup> layer - Main page

## Subscription Account



2<sup>nd</sup> layer - Subscriptions



# WeChat User Interface (2)



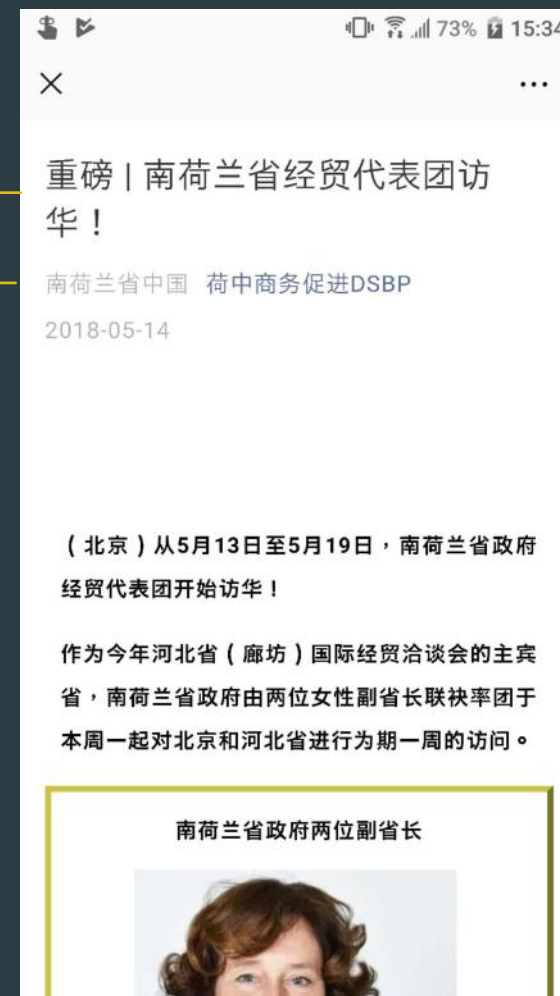
3<sup>rd</sup> layer - Article summaries

Article title

Editor

Article summary

Standard menu



4<sup>th</sup> layer - Content





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## Content Management Service

# DSBP Content Management Service (1)

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



DSBP Festival greetings:  
*Chinese New Year*



DSBP Weekly Selected Articles:  
*Dutch Water Tech and development*



DSBP Weekly Selected Articles:  
*Circular Economy and Opportunities*





# 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

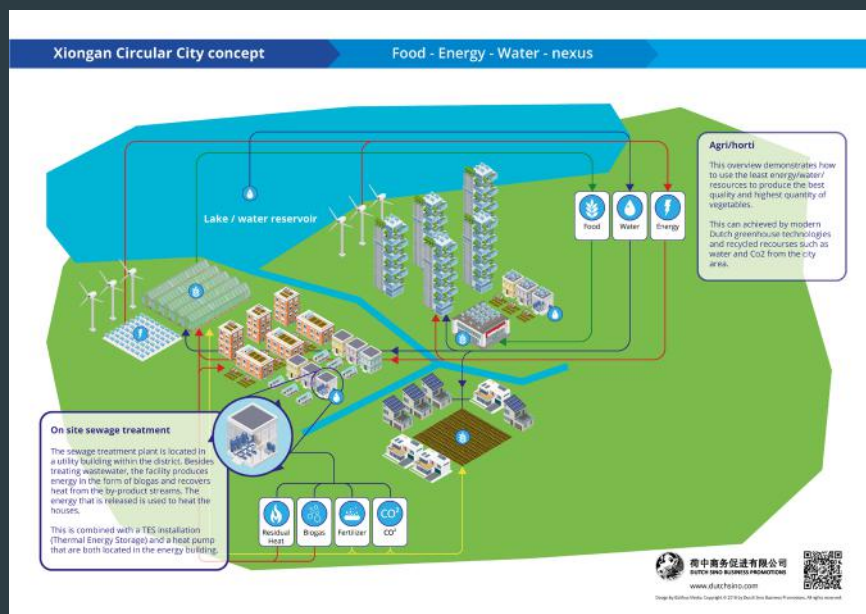


Dutch Modern Greenhouse Workshop  
Training workshop registration



# DSBP Content Management Service (4)

- Infographic creation
- Other graphic material (brochures, posters, flyers, etc.)



**PIB - Waste Management and Circular Economy**  
中荷废物管理和循环经济联盟

The infographic has an orange background. At the top, it features a trash can icon and the title 'PIB - Waste Management and Circular Economy' with its Chinese equivalent '中荷废物管理和循环经济联盟'. Below this, a list of key points is presented: '荷兰的专业知识' (Dutch professional knowledge) accompanied by the Dutch flag; '3 产业板块' (3 industrial sectors) with a large number 3; '150.000' with a Euro symbol icon; and '共享创新理念' (Shared innovation concept) with a lightbulb icon. To the right of these points is a red map of China with a white circle highlighting the Guangdong region. Below the map, the text 'Guangdong, CHINA' is written. The bottom right corner contains the logo and name of 'Dutch Sino Business Promotions' (DSBP) in Chinese and English, along with the website 'www.dutchsino.com' and a QR code.



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# DUTCH SINO BUSINESS PROMOTIONS

## About us

*“ Your China content creator in no time difference! “*



## 荷中商务促进有限公司 DUTCH SINO BUSINESS PROMOTIONS

*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

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GOVERNMENTAL RELATIONS · HORTI-AGRICULTURE · SUSTAINABILITY

[www.dutchsino.com](http://www.dutchsino.com)





*"Your reliable China partner"*



Channel > Message > Impact

# You



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## 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



## Function:

Social Platform  
Communication tool

## Capacity:

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





## ➤ DSBP Clients & Partners



## ➤ DSBP Experiences



Inbound missions



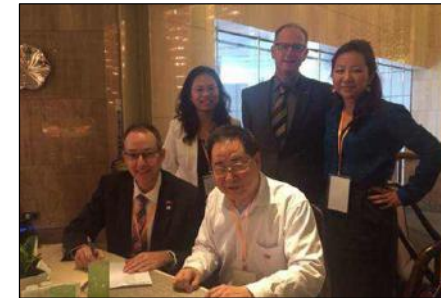
Outbound missions



Dutch Sino Matchmaking business event



Capitalize opportunities from government relations



Successful business: Hebei Water authorities purchases Dutch technology



Project support





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**YOUR BRIDGE BETWEEN CHINA AND THE NETHERLANDS !**

