

**ZIKR**

A CAREER OF **SUCCESS**

INTERNATIONAL TRADING CO. LTD  
AN ADVANCED WAY TO TRADE

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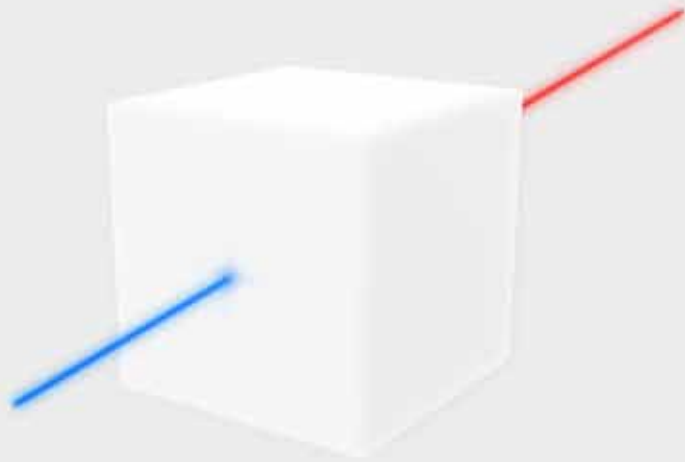
# ZKR

## VISIÓN DE FUTURO

**ZKR** was founded in the 90's with a clear vision of future that would later be confirmed. The success, prosperity and continuity of the companies were conditioned by their International projection.

**ZKR** focused its business on Asian markets anticipating they would become world's economic leaders. Established in China, it has contributed to making numerous projects a reality in this country and area of influence, gathering step by step the experience, resources and prestige that it currently enjoys.





# INTERNATIONAL

# ZKR





Is part of a strong corporate group with private offices and operational centers in **Beijing, Shanghai** and **Qingdao**, in addition to an extensive network of delegations and agents distributed strategically. **ZKR** has a consolidated and established structure in China. The professional and experienced staff ensure an efficient and diversified management capacity to respond to any specific need from companies wanting to implement or strengthen their presence in the Asian market.



ZKR HEADQUARTERS IN QINGDAO







# OFFICES

## Meeting Point



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**QINGDAO**  
**SHANGHAI**  
**BEIJING**

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**ZKR** relies on a successful career as leaders in the set up of distribution, import, export and project management channels, even direct sells (as in the case of Expo Shanghai 2010), able to guarantee the maximum precision, implication and efficiency to companies interested in the Asian market, particularly in China.

Imports, exports, distribution, sales and knowing how and where are at the core of ZKR's offer, assisting companies that want to grow and expand their business in Asia.

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# CHINA

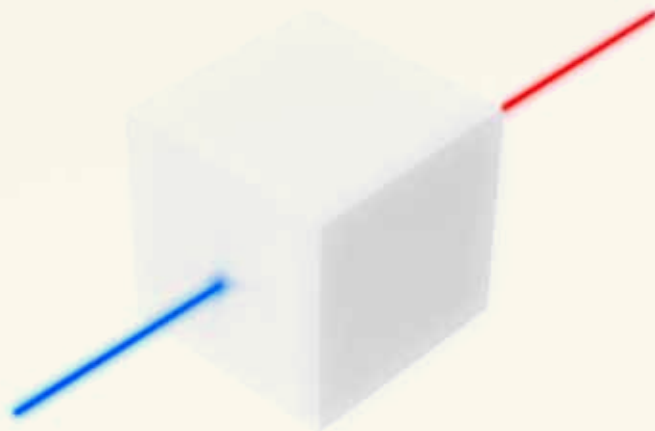
China is quickly consolidating an urban middle class with permanently increasing spending power. Parallel to this growth, foreign companies increase their interest in developing plans to establish in the Asian Giant and open to potential markets to adequately position themselves in this promising country.

Today's purchasing power in permanent growth is represented by 40 million people with high spending capability. In this vein, the expectation is that by 2020 China will consume 44% of the luxury goods worldwide.

China is the second economic power in the world, behind the USA, and is ranked in first place in exports of goods and in foreign exchange reserves, while it occupies second position in imports.

Despite the being a highly complex and competitive market, China is the most dynamic economy in the world for which it has become a priority objective for international companies, specially since the country acceded to the WTO at the end of 2001.





# SECTORS

**ZKR** contributes to companies' activity providing tactical planning grounded in their own success in the complex International commercial panorama, in addition to its entrepreneurial vocation and the qualified and efficient **know-how** mastered after many years maturing.

**ZKR's** offer stands out due to the full and exhaustive involvement of the company, not only in the definition and study of each project, but also in regards to every action to carry out in order to obtain the development and completion of desired objectives. Its presence and operational structure, mainly in Asian countries, allow **ZKR** to gauge and select the best way to achieve most efficient parameters and provide the best results.









Company owned facilities and a highly competitive environment of consolidated relationships with key agents in diverse strategic areas - manufacture, management, purchasing, importation, exportation, storage, distribution and sales - allow **ZKR** to assume this commitment.

**ZKR's** core business

**Distribution** and **sales** in P.R. China of Western **fashion, mass consumption** and **food & beverage** products.

**Import / export** of **industrial, consumer goods** and **construction materials** to/from P.R. China.

**Purchase agents** and **appointment** of Chinese companies to manufacture specific products.

**Mediate** in appointment to fully or partially manufacture or carry out phases of production in P.R. China products for European companies.

**Product quality control** prior to shipping from China.

**Quality control** of finished products before shipping.

**Sales agents / distributors** agents for large companies.

# SERVICES



# ACTIVITIES



## INDUSTRIAL PRODUCTION

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### Grinding Media

Alumina balls and lining with medium and high density for the ceramics, chemistry, white cement and mining industries.

## COMMERCIALIZATION

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Throughout its extensive experience, ZKR has promoted, commercialized and distributed many products of diverse fields in P.R. China.

## INDUSTRIAL

Accessories and machinery for the ceramics, iron and steel, automotive, tools and machinery, printing, serigraphy, industrial hardware and solar energy industries.

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## LIFESTYLE

Bags, shoes, pronto moda, custom jewelry, jewelry and fashion accessories.

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## HABITAT

Ceramic pavement and coverings, bathroom fittings, interior lighting, furniture, public furniture, fixtures and lighting, aluminum enclosures, doors and screens.

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## FOOD & BEVERAGE

Wine, sparkling wine, water, juice, spirits, oil, fruits, pasta, nougat candy, chocolates, cookies and sweets.

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## PROMOTIONAL ITEMS

Merchandising products for companies and institutions: watches, pens, balls, bags, umbrellas, stationary, etc.





● **QINGDAO**

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● **BEIJING**

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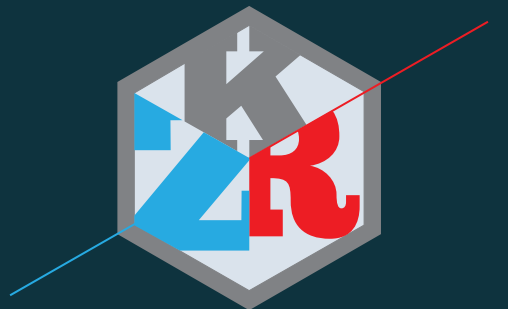
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