



Evotech sponsored the first California Week in Shanghai

Date: Wednesday, Sept 18 – 22, 2013

Venue: Yan Dang Road, Shanghai, PRC

California week is coming to Shanghai in September. The exhibition opened yesterday in the famous Yan Dang Road. The exhibition includes several well-known California brands. It brings California style to the Chinese consumers and creates an additional scene for the Shanghai tourism festive. The exhibition will last from 18th till 22nd of September. The US General Consul the Honorable Mr. Robert Griffith, Mr. Wu Jianguo the deputy director of Shanghai tourism bureau, Ms. Karen Ross the secretary of agriculture of California. Mr. Basilio Chen the President of Evotech Capital and other officials attended the opening ceremony.



Pic 1. California Agricultural secretary Ms. Karen Ross and Mr. Basilio Chen attending opening ceremony

California week attracted many famous California brands, including the largest pistachio brand in US, TM, president Regan's favorite candy, Jelly Bean, and high street apparel brand American Apparel. US companies have pay much attention to the Chinese market and they hope that the visitors can experience Californian wine cultural, beer cultural, highway cultural, tourism and pop style through seminars, wine tasting, games and other entertainment. They want to penetrate Chinese market and would like the Shanghai consumers to get to know more about Californian brand. Snoopy and his friend Charlie Brown will make their debut in Shanghai.



Pic 2. Snoopy and his friends made their debut during the opening

Evotech Capital being the major sponsor of this event, its president, Mr. Zheng Huashu, attended the events and exchanged ideas. Mr. Zheng Huashu had a conversation with Ms. Karen Ross, Mr. Robert and the president of East Pearl, Sun Wenqiu. Mr. Zheng Huashu has been working and living in California for many years, he understands and well-known the economic between the two cities.



During the conversation, they discussed in depth the trading, current status and future trends with other guests and they all wished this event to be successful.



Pic 3.4. Mr. Basilio Chen, Mr. Robert Griffith and Mr. Sun



Pic 5. Mr. Basilio Chen and Ms. Karen Ross

With the completion of Shanghai Free Trade Zone, more and more international trading benefits and some advantages are launched, to Chinese local businessmen, which is undoubtedly enormous good news. California Agriculture Department Ms. Karen Ross is also very paid attention to Shanghai Free Trade Zone, where she at the exhibition and said: "The establishment of the Shanghai Free Trade news is too exciting, and we are discussing how to use the Shanghai Free Trade Area platform to strengthen economic trade and business cooperation between China and California. This trip to Shanghai and also with the Shanghai authority departments together to strengthen California based on Shanghai in agriculture, food, tourism and other areas for further cooperation to reach a consensus. Moreover, more than 10 institutions and enterprises are visiting Shanghai at the same time, but also wish to promote the California products to Shanghai, to Chinese.



Pic 6. Secretary Karen Ross is looking at the booth and products



旭富赞助首届上海美国加州风情展

时间：2013年9月18-22日

地点：中国 上海 雁荡路休闲街

9月18日至22日，2013首届上海美国加州风情展昨日在雁荡路开幕，众多加州品牌同台亮相，尽显加州风情，为上海旅游节又添一道风景。活动将延续至9月22日。美国驻沪总领事葛瑞峰、市旅游局副局长吴建国，美国加州食品农业厅厅长凯伦罗斯女士，以及黄浦区旅游局、区外办等相关领导以及旭富资本主席郑华树先生出席活动开幕式。



图 1. 加州农业厅厅长 Karen Ross 女士与旭富资本郑华树先生出席开幕剪彩仪式

本次活动吸引了加州众多知名品牌的参与，包括美国最大的开心果品牌万多福 TM、里根总统最爱的吉力贝糖豆、美国潮流品牌 American Apparel 等加州品牌一一亮相。各大美国加州品牌十分看重中国市场，希望借一系列专题讲座、红酒品鉴、趣味游戏等丰富多彩的活动活动让上海市民亲身体验加州的葡萄酒文化、啤酒文化、公路文化、旅游文化、街头文化等，从而让上海市民了解加州品牌，进一步打开中国市场。史努比等美国卡通形象也初登上海舞台。



图 2. 史努比等吉祥物初登上海舞台

本次活动的主要赞助方为旭富资本，郑华树先生参与了相关活动，并与各方政企来宾商谈交流经贸问题。旭富资本郑华树先生在活动开幕当晚的葡萄酒欢迎酒会上与 Karen Ross 女士、



罗伯特先生以及东方明珠集团副总裁孙文秋等政企来宾见面并进行了交谈。郑华树先生在加州工作生活多年，对加州及上海的经贸情况相当了解。在会谈过程中双方彼此就美贸易现状及未来发展趋势等问题进行了深入的交流并共同祝愿此次活动能够取得圆满成功。



图 3.4. 郑华树先与美国驻沪总领事葛瑞峰先生及东方明珠集团副总裁孙文秋先生交流



图 5. 郑华树先生正与 Karen Ross 女士就中美贸易等问题进行沟通

随着上海自由贸易区的落成，越来越多的对外贸易优惠政策陆续推出，这对于希望在中国上海开展贸易的商家而言无疑是巨大的利好消息。加州农业厅厅长 Karen Ross 女士也相当关注上海自由贸易区的情况，她在展览现场表示：“建立上海自由贸易区的消息太令人振奋了，我们正在讨论如何利用上海自贸区的平台，进一步加强加州与中国的经贸联系和企业合作。”此次上海之行与上海市有关部门就加强加州与上海在农业、食品、旅游等方面进一步合作达成共识。而且，此次加州的 10 多家机构和企业随团访问上海，也希望进一步把加州的产品推向上海，推向中国。



图 6. 加州农业厅厅长 Karen Ross 女士和郑华树先生正在参观参展企业及产品