

# 优品YOUPIN

| China | Europe | Specialists |

Company presentation

JKB Frankfurt GmbH

# About us



## 优品 Youpin

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Youpin International is a consulting firm that specializes in China. We offer comprehensive services and support our clients to make their business with China smooth and effective. Market entry, marketing and sales support, mergers & acquisitions, company foundations and certifications in China, and sourcing of goods from China are among our competencies.



# Our vision

## Specialists



**WE ARE  
PROFESSIONAL**



Our goal

Building a bridge between European and Chinese companies.



Our vision

promote international cooperation between Europe and China.

# Team



Andreas von Brevern

Partner



Jing Li

Managing Director



Xue Zhang

Key Account Managerin



Shengjun Zhang

Key Account Manager



Di Zhang

Account Manager

# Services

China Market entry

M & A

China Import

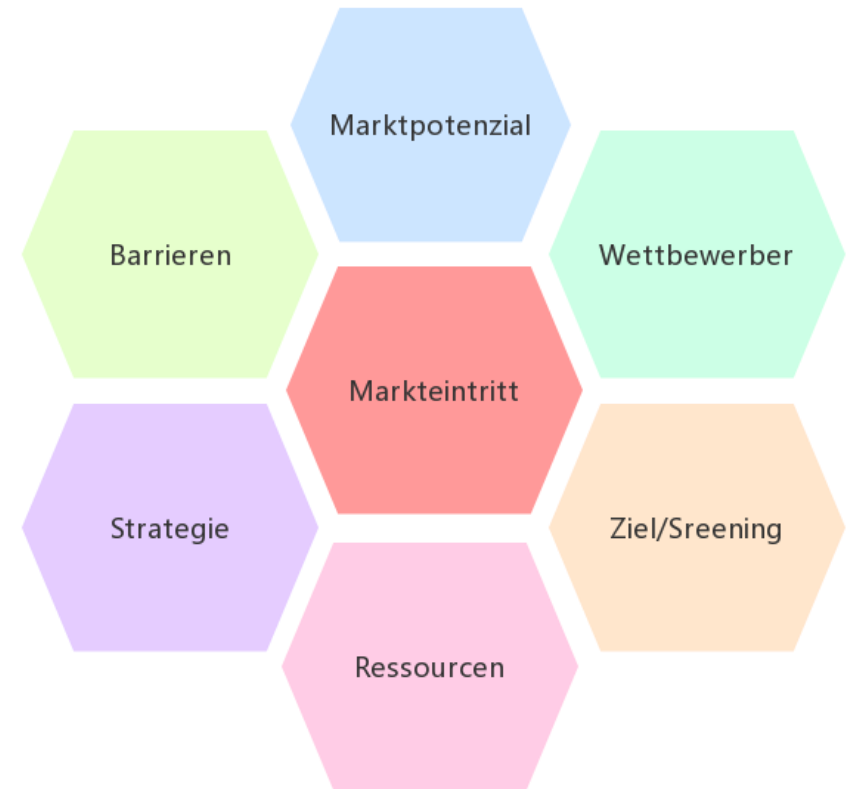
China Certification



# China market entry

China has a gigantic market. At the same time, this market poses extreme challenges due to its cultural and economic characteristics. Our many years of project experience have shown that thorough and extensive preparation is essential for market entry.

Preparation for market entry includes analyses such as market potential, competitive situation and entry barriers. We then develop a strategy together with our customers. Good resource planning and optimal time management ensure a smooth project progress with continuous monitoring of the goals.



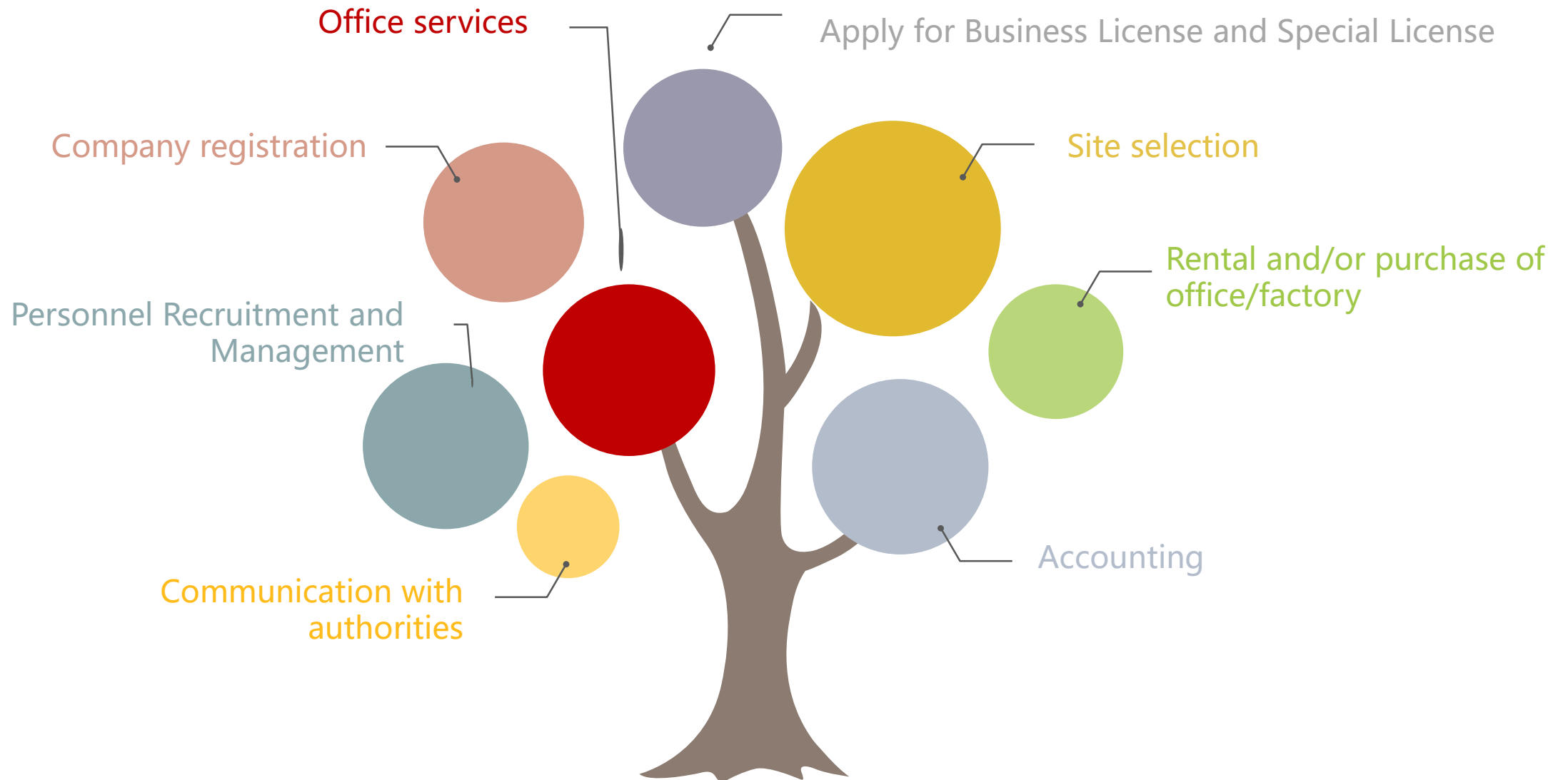
# Setting up a company in China

Setting up a company in China involves a great deal of time and organizational effort. We offer you competent advice in the selection of the form of enterprise and supervise the entire founding process. In addition, we offer customers full service in the following areas:

- Company registration
- Apply for Business License and Special License
- Site selection
- Rental and/or purchase of office/factory
- Accounting
- Personnel Recruitment and Management
- Communication with authorities
- Office Services



# Setting up a company in China





# Merger & Acquisitions

International growth is strategically important for many Chinese companies. This is often reflected in the form of company takeovers and technology transfer projects.

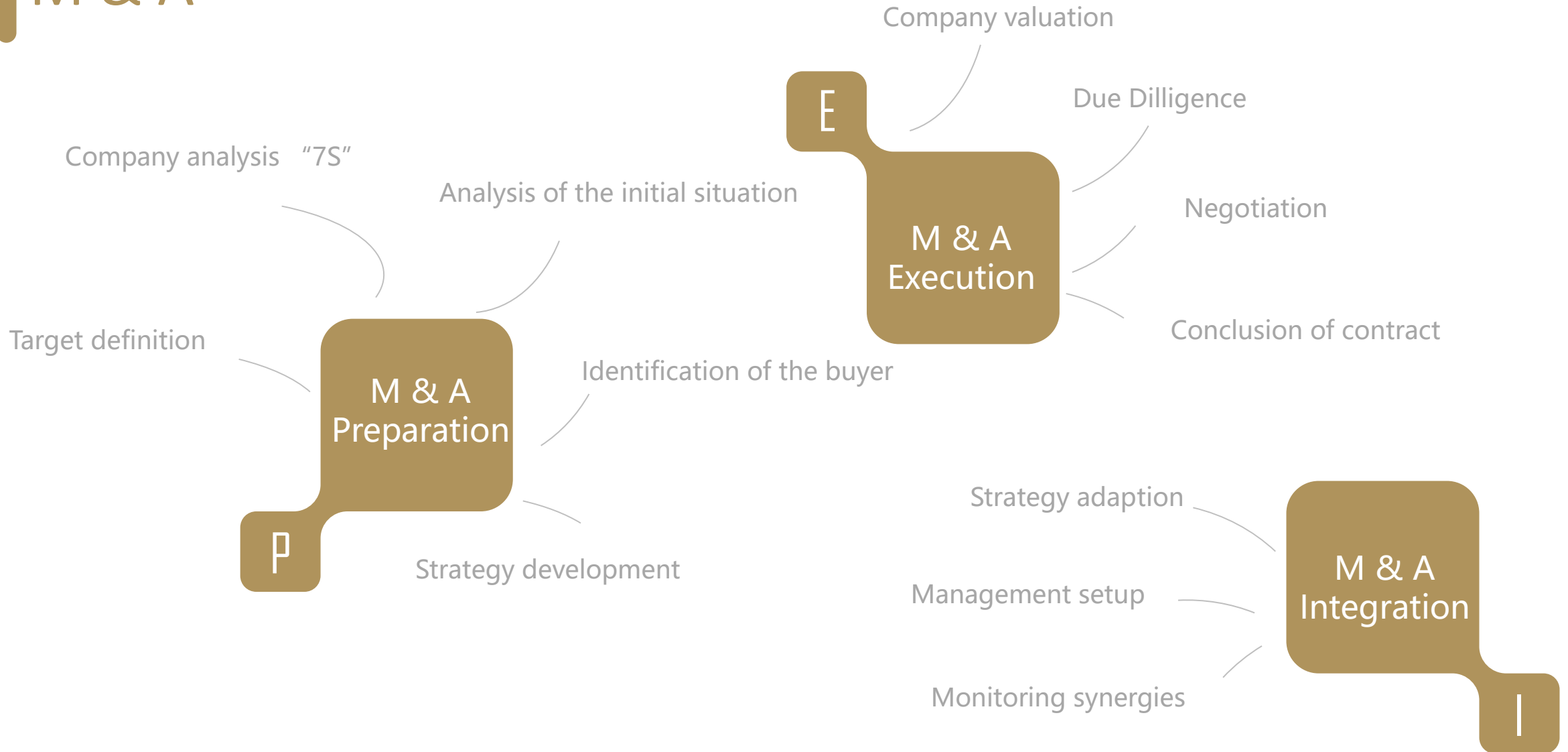
Due to linguistic and cultural differences, cooperation projects with Chinese partners are not always easy to organise. We are the link for your projects. Our intercultural team takes care of communication, negotiations and also all the smaller issues and difficulties that arise during the course of the project.

Through our many years of project experience, we know that company takeovers must be based on a solid foundation of trust. Discretion is naturally part of our working method. Through many years of cooperation with partners from the legal and tax audit sectors, we are able to support our clients as a full-service partner in merger and acquisition projects.

M & A



# M & A



# China Import

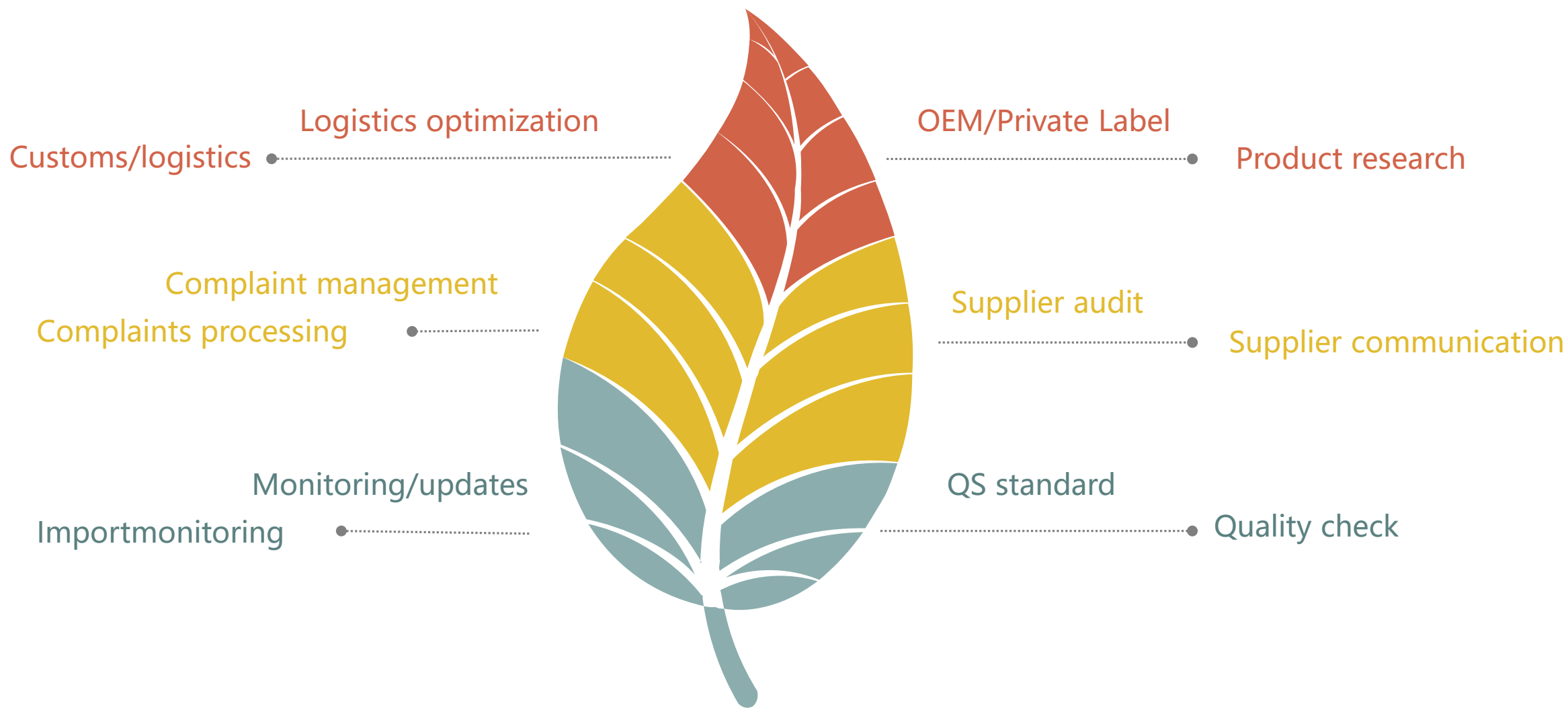
We offer our customers a complete service when importing from China. We research products and suppliers, support customs and logistics and optimize the import from China for our customers.

We are China import specialists and have the best networks in China. With our expertise in importing from China, we can help European companies from various industries to import products from China at low cost and with high quality. We provide first-class support in the coordination of contract manufacturing and understand the quality requirements according to European standards. As an important service, we offer our customers the possibility to temporarily store various goods in China and have the quality checked. After quality release, the goods are shipped to Europe using an optimized logistics solution. Contact us and let us give you competent advice. You can find more information about China Import at:

[www.china-import-beratung.de](http://www.china-import-beratung.de)



# China Import



# China Zertifizierung

Wir bieten europäischen Unternehmen die komplette Betreuung für gesamten China Zertifizierungsprozess an. Unsere Spezialisierung liegt in den Bereichen: CCC Zertifizierung, CFDA Zertifizierung für Medizintechnik, Pharma Produkte und Kosmetikprodukte, AQSIQ Registrierung für die Recyclingsbranche, CE Zertifikate, REACH Testung, RoHS.

## CFDA

Medizintechnik  
Pharma Produkte  
Kosmetik

## AQSIQ

Recycling Branche  
Kunststoff

## CE/REACH/RoHS

Labor Testung  
Zerfikate

## CCC

CCC Zertifizierung  
Nachaudit

# Benefits



- Partnership and cooperation
- Professional competence and intercultural competence
- Control of the processes
- 360° carefree package



## Full Services

As a service provider we offer our customers an all-round carefree package.



## Large network

Through our large network in China we are able to realize projects within a short period of time.



## Professional competence

Profit from our professional competence and our intercultural skills.

# Our clients and partners



CLOOS



POLIPOL®



# 优品YOUPIN

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