



Membership-based E-commerce Platform BRAND BROCHURE

German Gift

Official Cooperation Platform of AHK Greater China
Supported by AHK Greater China



01

BACKGROUND

AHK Greater China

AHK Greater China is part of the German Chambers of Commerce Worldwide Network (AHK) which includes 140 offices in 92 countries.

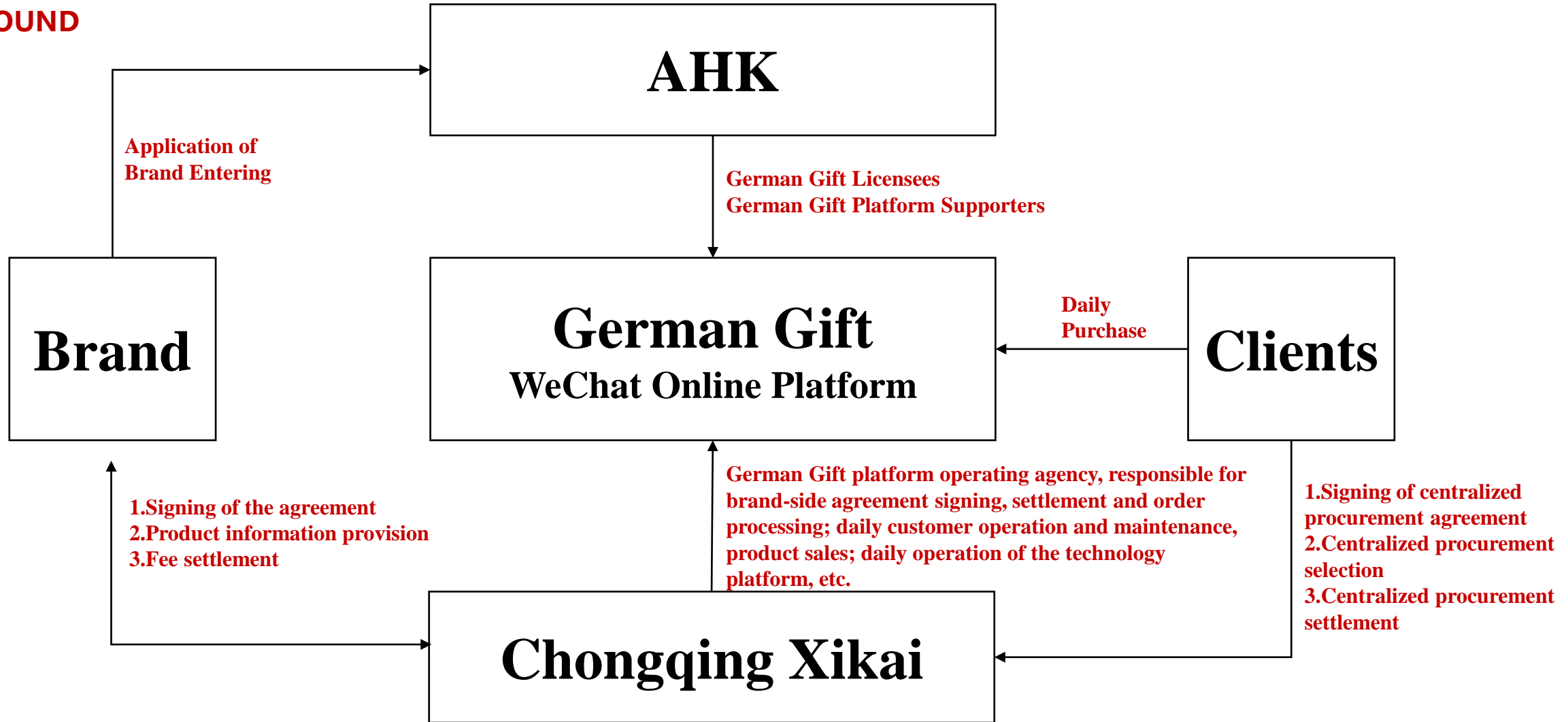
With the five main offices and seven supporting offices in Greater China, AHK focus on trade and investment between these two regions. AHK also supports more than 2,100 members' business interests through the comprehensive services provided by its business and investment, and membership platforms.

More information please find www.china.ahk.de



01

BACKGROUND



02

MILESTONES



Dec. 2022 German Gift Festival



Jan. 2023 Agreement on operation cooperation



Feb. 2023 First group of brands join



Feb. 2023 Test round



Mar. 2023 Launch of German Gift Online Store

03

OVERVIEW

Service mode



Scan the code to enter the online platform

German Gift provides membership-based registration services for legal entities or organizations established and existing in China. German Gift members can enjoy preferential prices of platform products, as well as various platform activity discounts and long-term benefits.

Membership-based procurement

Single item purchase + gift package purchase

Member Promotions

Group buying+ themed special deals + Flash buying

Member Benefits

Voucher and coupon + Redeem Cash

03

OVERVIEW

21 Brands **287** SKUs were Launched



FLENSBURGER
BRAUEREI



DIEL

herbacin®
德国小甘菊

SEEBERGER

Bahlser

KRUPS

LEUCHTTURM 1917

Ravensburger



03

OVERVIEW

More than **70** member units have been successfully registered

The number of individual users has exceeded **1,000**

The member units cover financial institutions, law firms, business associations, technology enterprises, real estate properties, exhibition affairs and other industries



03

Platform Overview



The platform received 105,000 views

The number of visitors to the platform is nearly 50,000

The turnover exceeded RMB 257,000

The amount of order was RMB 276,000

The average transaction value is RMB 228.5

Orders- Payment conversion rate **81%**

Visits- Payment conversion rate **17%**

04

COOPERATION



Brand Cooperation Model

Online and Offline

Online: Products are put on the shelves and displayed for sale

Offline: sample display, display and promotion

Online and offline theme marketing promotion linkage

Supply and consignment

Support centralized purchasing, one-off delivery and other supply modes

Provide a variety of product gameplay such as product selection combination and joint customization

Settlement and Rebates

Monthly settlement of 30% or more

Quarterly and annual gradient rebate policies

04

COOPERATION

Just 4 Steps 0 Cost for Brand

1

Application

Provision of materials

1. Scanned copy of business license (contracted entity)
2. Scanned copy of authorization document (proof of agency or distribution relationship, not required if it is the brand itself)
3. Brand and product introduction
4. Scanned copy of the brand's local registration document in Germany

2

Application Check

Business Consultation Meeting (Online/Offline)

Provision of materials

1. *German Gift Brand Selection and Pricing Table* (fill in according to the format of **Annex 1**)

3

Application Approved

Provision of materials

1. Sign *the Brand Authorization Form* (sign in according to the format of **Annex 2**)
2. Sign *the German Gift Brand Settlement and Product Distribution Agreement* (sign in according to the template of **Annex 3**)

(*If you do not pass the review, you can return to the second step of the entering review stage to complete the information or continue business negotiation)

4

Launching

Provide materials

1. German gift product warehousing information (as provided by **Annex 4**)
2. Complete the settlement of German Hospitality ERP system (according to the instructions in **Annex 5**)
3. Complete the verification of the products on the shelves (continuous update and communication)

(*After the brand settles in, the brand owner and the contracted entity will automatically become members of the platform, see **Annex 6** for the membership application in detail)



Contact Person

Mr. Wen Xiaofei

Head of E-commerce Solutions Department

AHK Greater China

Tel: +86 28 8533 6840

Mail: wen.jfay@china.ahk.de

Thanks

**Welcome to German Gift
Share New Opportunities of
Chinese Consumption**