

## Israel-China Business Directory 2014 China Eyes Israeli Companies

### What is the Israel-China Business Directory?

IVC Research Center, in cooperation with the Israeli Ministry of Economy and the Israeli Export & International Cooperation Institute is happy to announce the Israel-China Business Directory 2014. The Israel-China Business Directory's main object is to introduce and promote Israeli companies in China and to establish new business relations with Chinese official institutions, investors and companies.

### Content:

The Israel - China Business Directory 2014 will present both in Mandarin Chinese and English the following:

- Israeli companies that are active in China
- Israeli companies that intend to enter the Chinese market
- Israeli companies that seek investments from China
- Israel-China service providers
- Professional articles and analysis presenting the Israeli market and its unique offering to China's market

### Circulation

For the purpose of achieving the best exposure for your company in the Chinese market, the Israel-China Business Directory 2014 will be placed in the hands of Chinese entities that are looking for business in Israel, such as:

- Leading Chinese executives, distributors and investors
- Visitors in Israeli consulates in China who seek cooperation with Israeli companies
- Leading Chinese investors and companies that visited in Israel
- High profile business events and conferences in China and Israel
- Chinese government institutions and universities

### List your Company

Our listing package includes the following:

- Full page company profile in Chinese and English (including key executives, company's products and services, target partners/customers in China, contact information etc...)
- Design and translation of your company's profile to Chinese
- One complimentary copy of the Israel-China Business Directory 2014

Price: 2,800 NIS

## Israel-China Business Directory 2014 China Eyes Israeli Companies

### Place an Advertisement

#### Single page ad Package

- Colored one page ad\*.
- Listing package that includes:
  - Full page company profile in Chinese and English (including key executives, company's products and services, target partners/customers in China, , contact information etc...)
  - Design and translation of your company's profile to Chinese
  - One complimentary copy of the Israel-China Business Directory 2014

Price: 5,000 NIS

#### Double spread ad

- Colored two pages ad\*.
- Listing package that includes:
  - Full page company profile in Chinese and English (including key executives, company's products and services, target partners/customers in China, contact information etc...)
  - Design and translation of your company's profile to Chinese
  - One complimentary copy of the Israel-China Business Directory 2014

Price: 7,000 NIS

\*We will be happy to assist you with designing an ad in Chinese that will address the Chinese market

\*\*Exclusive early-bird deals are available to advertisers interested in premium placement such as the inside-cover ads

#### Notes:

- Last submission date for Company Profiles – May 28th, 2014
- Last submission date for Ads – June 3rd, 2014
- Prices do not include 18% VAT

### For orders and further information, please contact:

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