

Introduction of SUMEC TOUCH WORLD and Equipment Exhibition Hall



PART 01

ABOUT US



ABOUT US



- **SUMEC International Technology Co., Ltd.** was incorporated in March 1999 . It is a core subsidiary of SUMEC GROUP CORPORATION, which affiliated to China National Machinery Industry Corporation (SINOMACH).
- SUMEC-ITC specializes in bidding and importing/exporting mechanical and electrical equipment, as well as domestic trade of bulk commodities (steel, minerals, coal, petroleum derivative, forest product, raw material of textile, etc.). The registered capital of the company is 411 million Yuan. It is headquartered in Nanjing, Jiangsu Province, and has over 20 wholly-owned or majority-owned subsidiaries in Dubai, Singapore, Hong Kong, Beijing, Shanghai, Tianjin, Guangzhou, Shenzhen, Chengdu, Chongqing, Xiamen, and Haikou.

ABOUT US



- **The largest mechanical and electrical equipment import service provider and supply chain operation enterprise in China.**
- Scope of services: Equipment selection and bidding; establishment of L/C; customs clearance; insurance; transportation; storage; short-term financial bridge; agent for license, tax exemption, discount; one-stop business solutions for the whole process of financial leasing and foreign currency loans.

ABOUT US



By 2020:

- More than **300** employees engaged in mechanical and electrical equipment import business.
- Annual import of equipment exceeds **4 billion US dollars**.
- SUMEC-ITC ranked in the forefront of the **top 100** import enterprises in China for eight consecutive years.
- The import scale of textile, machining and light industry equipment has been ranked among the **top three** in China all the year round.
- The cumulative winning price for international bidding is the first in China.

ABOUT US



History of cooperation between SUMEC and Italian enterprises

SUMEC has a wide range of customer resources, many long-term cooperation with foreign suppliers, and has established cooperation with over 200 Italian enterprises.

In 2019, Sumec signed a strategic cooperation agreement with SACE.

During the Expo in 2020, SUMEC signed a cooperation agreement with ITA to help more Italian high-quality suppliers to explore the Chinese market.

ABOUT US

WHY SUMEC?

- The team has more than 40 years of experience in the industry;
- Our customers are all over more than 30 provinces, municipalities, autonomous regions and municipalities;
- Combination of offline and online platforms, free promotion of “Equipment Exhibition Hall”;
- Strategic cooperation with ITA, strong alliance, great influence;
- Service extension, cooperation with suppliers to provide customers with high-quality supporting after-sales service.



PART 02

Equipment Exhibition Hall



Equipment Exhibition Hall

Since 2017, SUMEC has continued to explore the digital transformation from "trade + Internet" to the construction of ecosystem and the realization of platform empowerment, and established the "SUMEC Touch World" platform. The platform is mainly carried by Wechat service number, and supported by Wechat applet and official website. Since its operation on May 19, 2017, it has gathered more than **60000** followers, more than **6000** enterprise customers, more than 60 financial institutions and more than **100** logistics suppliers.



Equipment Exhibition Hall

"Equipment exhibition hall" is an efficient and high-quality online channel for global equipment manufacturers to enter the Chinese market!

The entry procedure is simple and clear. The first batch of settled suppliers enjoy free entry fee, shop agent operation and other benefits.

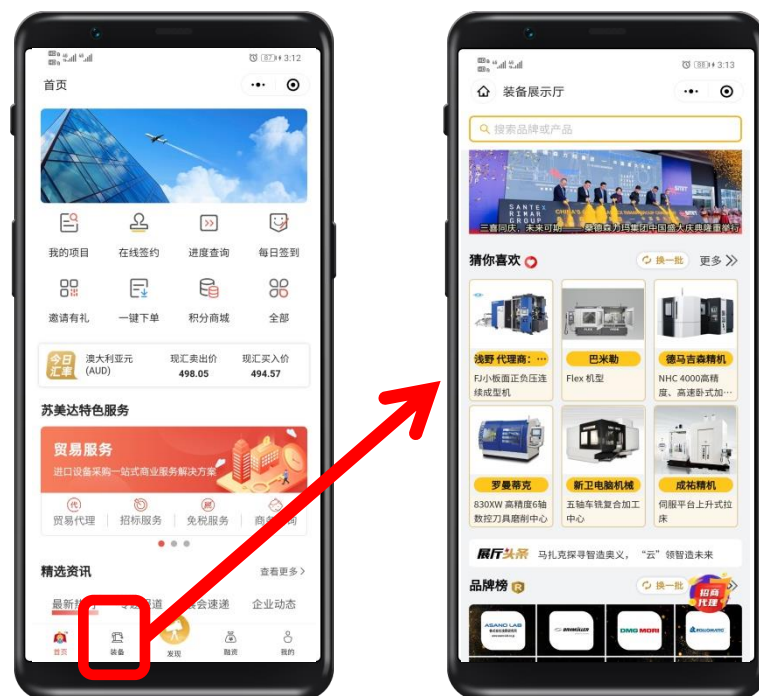


Equipment Exhibition Hall

PC: Step1: <https://dtx.sumec.com/#/home>

Step2: Click on the "Equipment exhibition hall"

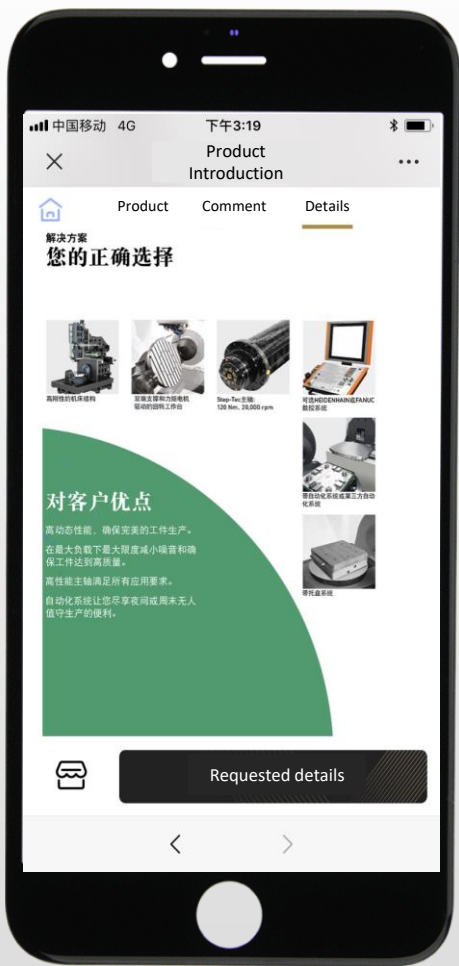
Mobile: Go to applet and click "Sumec Touch world" and click on "Equipment"



If the customer is interested in learning more about the machines, they will submit an inquiry and a dedicated SUMEC personnel will follow up with the request.



Product HD picture for display



Detailed machinery information



Detailed machinery information



Consumer inquiry page

Equipment Exhibition Hall



SANTEX
RIMAR
GROUP



salvagnini

smart
INDIGO

Aumatech®



Cooperation Process

STEP 1: ITA and SUMEC organize a joint online conference to introduce the platform and “Equipment exhibition hall”. Interested Italian enterprises can submit their application to ITA.

STEP 2: Fill in the basic information form for SUMEC Cooperative Enterprise.

STEP 3: SUMEC conducts one-to-one communication with enterprises that initially meet the requirements. Both parties will discuss specific cooperation details in terms of promotion forms of products and customer groups.

STEP 4: The two sides signed the “Cooperation Agreement on Equipment Exhibition Hall”.

STEP 5: According to the agreement, Italian enterprises provide product materials for display, SUMEC conducts online display and promotion within the scope of the agreement, and timely communicates with Italian party on the online consultation submitted by customers.

STEP 6: According to the product presented by the Italian manufacturers, SUMEC team will try its best to match the customer needs and resources to facilitate cooperation. At the same time, SUMEC financial services and SACE will also provide possible supporting services in specific projects.

STEP 7: SUMEC will regularly feed back the relevant online data (such as page views, number of user inquiries, etc.) and offline progress to the Italian enterprises.



THANKS!