



匯信進出口集團股份有限公司  
WINSUN IMP. & EXP. GROUP CO., LTD.

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### 董事長寄語

世界形勢風雲變幻，外貿大潮浩浩湯湯。從老一輩匯信人創業到今天，我們已經在進出口領域深植了近三十載。正是秉承“匯納百川，誠信永恒”之信念，一批批的匯信人在中國大地改革創新的滾滾商潮之中進步、成長，公司也先後進行了多次股份制改革並成長為一家註冊資本6200萬元的大型進出口集團股份有限公司。

在往昔成長的歲月裏，我們提煉出了“誠信、包容、卓越、感恩”的理念成為我們的核心價值觀。公司不僅創新了商業模式，而且將以人為本的理念植入公司經營管理的每個細節。如何更好地創造價值、關愛員工、回饋社會不僅是公司既定的使命，也是公司在未來經營管理中需要不斷探索和完善的目標。

展望未來，如何根植當地經濟，共同探索、實踐經濟發展的中國夢，公司全體同仁將秉承勤學善思、務實敏行的精神，汲文化之精髓，著變革之所長，團結一致，奮力拼搏，再鑄新的輝煌！

我深信未來的匯信集團不僅是誠信、包容的工作平臺，更是開放、平等、協作、分享的創業平臺，每一位員工的成長都將成為公司最寶貴的財富。

The international economy is changing rapidly, and the foreign trading business is going forward. We have been established in the field of import and export for almost three decades since the opening of Winsuns. In accordance with the belief of "Congregating Diverse Rivers Together, Keeping Genuine Credit Forever", a growing number of Winsuns are making progress in the tides of reformation, and the innovation of business. Also the company has become a large-scale import and export group incorporation, with a total registered capital of 62 million Yuan, after several shareholding system reformations. In the company's growing years, "Integrity, Inclusion, Gratitude, and Excellence" was embedded as the core values of the company. Not only is the business model innovated, but also the people-oriented concept is implanted in every detailed part of the company's management. How to improve in value creating, staffs welfare and society contribution is not only our established mission, but also the target that the company needs to explore and improve in future management.

Looking forward to the future, being established in the local economy, working together to explore and practice Chinese Dream of economic growth is still a formidable task. All our staffs shall maintain the spirit of diligence and be pragmatic, absorb the essence of our wonderful Chinese culture, take advantage of innovation and stand together to create new success.

I am convinced that in the future, the Winsun Group will not only be an integrated and inclusive platform of work, but also an open, equal, cooperated and shared platform of entrepreneurship. The growth of all staffs is the most valuable treasure for us.

董事長：  
Chairman of the Board: Jun Li



匯  
納百川 · 誠  
信  
永恒

Congregating Diverse Rivers Together, Keeping Genuine Credit Forever

誠信  
Integrity

包容  
Inclusion

感恩  
Gratitude

卓越  
Excellence

# 誠信 INTEGRITY

竭誠相待·言信行果·自行之源  
Sincerity·Trustworthy·Successful

- 信守承諾，言行一致，以誠待人，以誠處事。  
Commitment, Match words with action, Sincerity with clients and work.
- 秉承誠實立業，以誠待人的企業宗旨，重合同守信用，在競爭中立于不敗之地。  
Adhering to the tenet "honest in doing business and sincere in treating clients", we value the contracts and remain creditable to be invincible in the market competition.



## 誠實立業·見證輝煌

### Honest in doing business·Excellent results



#### 業務類

- 2002年起連續多年被評為嘉興市外貿出口龍頭企業
- 2003年被商務部指定為塑紡面料箱包出口重點聯系企業
- 2006年—2009年被評為中國服務業企業500強企業
- 2006年—2013年被評為浙江省服務行業百強企業

#### In respect to business

- Awarded as Jiaying leading exporting enterprise since 2002.
- Named as the key contact enterprise of ABS and polyester luggage exports in 2003.
- Awarded in the top 500 service industries of China from 2006 to 2009 successively.
- Awarded in the top 100 service industries of Zhejiang from 2006 to 2013 inclusive.

#### 品牌類

- 2005年MODS品牌被評為嘉興市著名商標
- 2008年MODS及圖商標被評為浙江出口名牌
- 2009年MODS商標被認定為中國馳名商標
- 2013年匯信牌MODS箱包貿易服務被評為嘉興服務名牌

#### In respect to brand

- MODS was awarded as Jiaying famous brand every year since 2005.
- MODS and its trademark were awarded the Zhejiang brand-name export since 2008.
- MODS trademark was awarded as China's well-known trademark in 2009.
- MODS luggage trading service was awarded as Jiaying's service name brand in 2013.

#### 誠信類

- 公司至今連續二十多年榮獲銀行系統AAA級信用企業證書
- 2008年至今一直被評為嘉興市外匯誠信建設A類單位
- 2008年至今一直被評為浙江省AAA級“守合同重信用”單位
- 2009年至今一直被評為浙江省信用管理示範企業
- 2009年至今企業信用等級被中國輕工工藝品進出口商會評價為AAA級
- 2010年公司使用的“匯信”(貿易)商號被評為浙江省知名商號
- 2011年至今一直被授予中國信保浙江分公司AAA級客戶

#### In respect to integrity

- Acquired AAA Grade Credit enterprise in banking systems for the last twenty years.
- Awarded in the class A enterprise of foreign exchange Credit in Jiaying since 2008.
- Acquired Zhejiang AAA class “contract-observing and promise-keeping” industrial and commercial enterprise since 2008.
- Awarded as Zhejiang model of credit management enterprise since 2009.
- The credit rating was evaluated as AAA class by the Chamber of Commerce for I/E of Light Industrial Products and Arts and Crafts of China since 2009.
- The firm WINSUN announced as a Zhejiang “Prominent Company” in 2010.
- Awarded as China's ECIC Zhejiang branch of AAA customer since 2011.

#### 其他類

- 2005年被浙江省財貿工會評為浙江省財貿系統先進工會集體
- 2009年被浙江省總工會評為浙江省職工職業道德建設先進單位
- 2011年公司被評為嘉興市財貿系統和諧勞動關係優秀企業
- 2014年被評為標準化良好行為企業
- 2015年被評為嘉興市文明單位

#### Others

- Awarded as Zhejiang's advanced “Finance & Trade”, by the Zhejiang Finance & Trade Union association in 2006.
- Awarded by the Zhejiang Union for career morality construction by the Zhejiang Provincial General Trade Union Sanitarium in 2009.
- Award as Jiaying's “Finance & Trade”, system and harmonious labor relations outstanding company in 2011.
- Awarded for Standardized Good Behaviour in 2014.
- Awarded for “Organization With Good Civilization” in Jiaying in 2015



# 包容 INCLUSION

包羅萬象·有容乃大·綜合共贏  
All-embracing·Broad-minded·  
And a win-win situation

以開放的心態、寬廣的胸懷，尊重多元化，包容多樣性。  
Respect for diversity and multiplicity with an open and broad mind.



李俊 | 董事長  
Jun Li | Chairman of the Board

匯信要成爲不斷創造感動的踐行者

Winsun will grow into a practical pioneer of creative ideas.

## 包容多元價值觀,和而不同 Tolerate multi-values·Harmony in diversity



朱瑞瑢 / 董事  
Ruilong Zhu / Director

海納百川、有容乃大。  
Congregate diverse rivers together,  
togetherness makes greatness.



奚倩 / 董事  
Qian Xi / Director

不求做得最好,但求做得更好。  
Seeking to be better.



楊華 / 董事  
Hua Yang / Director

多一些關愛,多一份包容,讓每位員工愉快工作,健康生活。  
Provide a caring and friendly environment for all staffs to have enjoyable work and a healthy life.



沈陽 / 董事  
Yang Shen / Director

天道酬勤。  
God bless the one who works hard.



顧林飛 / 監事  
Linfei Gu / Supervisor

成功不是將來才有的,而是從決定去做的那一刻起,持續累積而成。  
Success cannot be achieved by those who only expect, but never accumulate once a decision is made.



章勇 / 監事  
Yong Zhang / Supervisor

勤能補拙,一分耕耘一分收穫。  
Hard work is more valuable than natural talent. No pain, no gain.



唐建玲 / 監事  
Jianlin Tang / Supervisor

善人者,人亦善之。  
If you're nice to people, people will be nice to you in return.

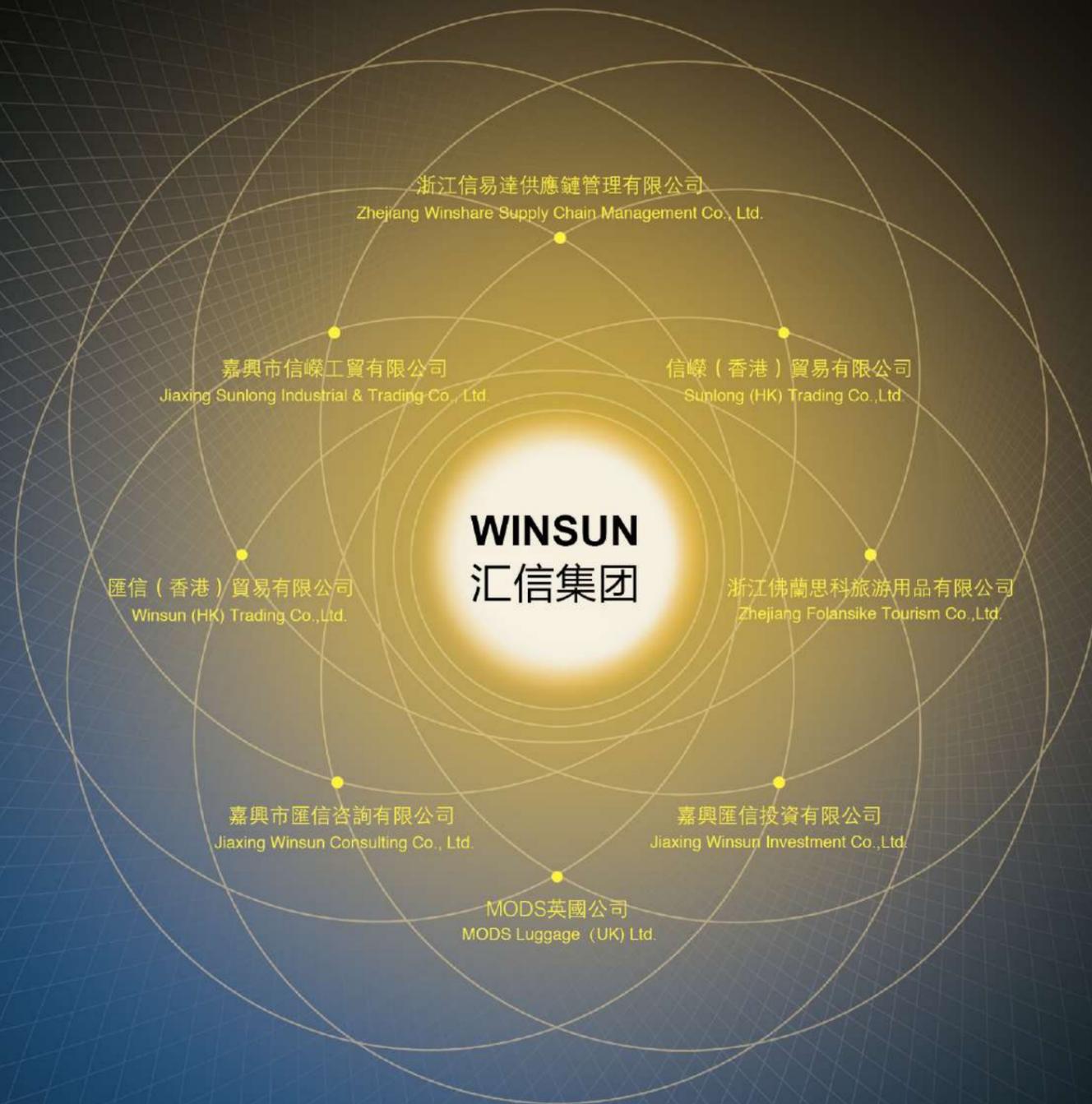
包容多元價值觀/子公司及成員企業

Include multi-values/Subsidiaries and member enterprises

## 包容多元價值觀, 業務多層次發展

Include multi-values

Multi-level development



### 嘉興市信嶸工貿有限公司

成立于2003年11月21日

經營範圍: 自營和代理各類商品和技術的進出口。

#### Jiaxing Sunlong Industrial & Trading Co., Ltd.

Established on Nov.21, 2003

Business Scope: self-management and agency for commodities and technology.

### 浙江佛蘭思科旅游用品有限公司

成立于2012年8月3日

經營範圍: 旅游用品設計研發, 制造, 銷售, 經濟信息咨询服務, 從事商品和技術的進出口業務。

#### Zhejiang Folansike Tourism Co.,Ltd.

Established on Aug.3, 2012

Business Scope: design, development, manufacture and sales of travel products, economic information consulting, imp & exp of commodities and technology.

### 浙江信易達供應鏈管理有限公司

成立于2014年7月28日

經營範圍: 供應鏈管理及諮詢服務; 進出口業務, 經濟信息咨询(除期貨、證券諮詢), 普通貨物運輸代理, 實業投資。

#### Zhejiang Winshare Supply Chain Management Co., Ltd.

Established on July 28, 2014

Business Scope: supplying chain management and consulting, import and export, economic information consulting (excluding stock and futures), ordinary freight forwarding service, and industrial investment.

### MODS英國公司

成立于2014年10月27日

#### MODS Luggage (UK) Ltd.

Established on Oct 27, 2014.

### 嘉興匯信投資有限公司

成立于2004年4月13日

經營範圍: 投資新辦實業; 經濟信息咨询(不含證券、期貨諮詢)。

#### Jiaxing Winsun Investment Co.,Ltd.

Established on April.13, 2004

Business Scope: Newly-built industry investment, economic information consulting (excluding stock and futures).

### 嘉興市匯信諮詢有限公司

成立于2008年8月4日

經營範圍: 企業管理諮詢, 進出口貨物信息咨询; 寄遞業務諮詢; 企業策劃設計(以上不含證券、期貨); 會議及展覽服務; 寄遞業務(不含信件及具有信件性質的物品)。

#### Jiaxing Winsun Consulting Co.Ltd.

Established on Aug.4, 2008

Business Scope: Enterprise management consulting, import and export commodities, information consulting, logistics consulting, enterprise planning consulting (excluding stock and futures), conference and exhibition service, and logistics service (excluding mail).

### 匯信(香港)貿易有限公司

成立于2011年8月31日

經營範圍: 國際貿易信息、產品、技術信息的匯集, 開展進出口貿易業務。

#### Winsun (HK) Trading Co.,Ltd.

Established on Aug 31,2011

Business Scope: Integration of international trade information, commodities and technical information, import and export trade business.

### 信嶸(香港)貿易有限公司

成立于2011年9月14日

經營範圍: 國際貿易信息、產品、技術信息的匯集, 開展進出口貿易業務。

#### Sunlong (HK) Trading Co.,Ltd.

Established on Sep 14,2011

Business Scope: Integration of international trade information, commodities and technical information, import and export trade business.

包容多元價值觀/合作共贏  
Include multi-values/Cooperation and a win-win situation



包容世界文化, 包容各類客戶。  
Including diverse cultures  
and various customers.



包容多元價值觀/廣納各類人才  
Include multi-values/Recruitment of talents.

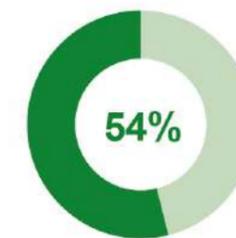
## 激發員工潛能, 創造多元價值 Stimulate employees' potential to create multiple values

- 激發員工的自身潛能, 創造社會價值, 實現自我價值, 引領行業發展, 推動社會進步。  
Stimulate employees' own potential to create social values, realize self-worth, lead industry development and promote social progress.
- 企業精神: 創新、合作、奉獻  
創新: 思維創新、經營創新、管理創新, 始終站在變革最前沿。  
合作: 互相信任、互相尊重、互相溝通、互相幫助, 公司與客戶、公司與員工、公司與股東達成共同目標, 合作共贏。  
奉獻: 熱愛工作, 積極樂觀, 全力以赴, 不計得失, 勇于擔當, 把個人成長融入到企業發展之中。  
**Corporate spirit: Innovation, Cooperation, Dedication**  
Innovation: creative thinking, innovative operation and management, and always be standing in the front line of innovation.  
Cooperation: trust, respect, communicate and help each other; cooperate with clients, employees, and shareholders to reach common goals and achieve win-win situations.  
Dedication: love what we do, be optimistic, spare no effort, disregard personal gain or loss, take responsibility, integrate personal growth into the development of the company.
- 企業作風: 勤學善思、務實敬行  
勤學善思: 廣納善學, 在學習中思考、總結、深入、完善, 去粗取精, 借鑒吸收, 物為我用, 不斷成長。  
務實敬行: 嚴謹認真, 踏踏實實, 反應迅速, 高效落實, 結果導向。  
**Corporate style: Hard-working, Pragmatic.**  
Hard-working: be good learners, to think, summarize, deepen understandings, and be diligent while we are learning, discard the dross and keep the essence, learn and absorb from others.  
Pragmatic: rigorous, steady, efficient, implementation, and results-oriented.

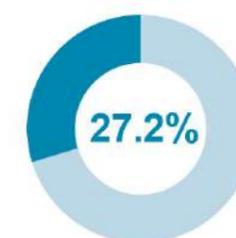
公司現有員工250人, 40歲以下的青年人占79.2%, 新生力量強大。

大學本、專業以上學歷占82%。

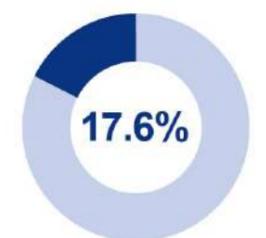
Now there are 250 employees in the company in total. 79.2% of them are under 40.  
82% of them have a bachelor's degree or higher.



本科(含)以上學歷  
Bachelor degree or above



大專學歷  
College degree



大專以下學歷  
Below college degree



卓越

EXCELLENCE

成以繼業·見就恒遠·與時俱進

Inheritance·Foresee the future·

Change with the environment

追求產品與服務精益求精，追求領先地位，追求企業超凡發展。

Pursing perfection of products and services, to be one of leaders in related business areas and extraordinary development of the company.

# 成以繼業·見證恒遠

## Inheritance·Foresee the future

### 1987.1

在原外貿公司五機化業務科的基礎上組建成立中國五金礦產進出口公司浙江省嘉興市支公司和中國化工進出口公司浙江省嘉興市支公司，經濟性質為全民所有制企業。

In January 1987, on the basis of original metal machinery chemical business department, China Metals and Minerals Import & Export Corporation Jiaxing Branch and China Chemical Import & Export Corporation Jiaxing Branch were set up, with the economy future under ownership by businessmen.

### 1988.7

上述兩家支公司合并成立浙江省嘉興市五機化醫進出口公司，并經省外經貿廳批准獲進出口經營權。

In July 1988, the above branches merged into Jiaxing Metal Machinery Chemicals and Medicine Import & Export Corporation. The company was approved by the Foreign economic and Trade Bureau, and acquired rights to import and export.

### 1992.2

全國外貿經營權清理整頓，公司原有進出口經營權合并歸入嘉興市進出口公司。本公司恢復貨源性外貿公司，名稱變更為嘉興市五機化醫對外貿易公司。公司同時又設立了嘉興市進出口公司五機化醫分公司的名稱，一套班子，二塊牌子，繼續進行進出口業務。

In January 1992, the company's import and export rights merged into Jiaxing Import and Export Corporation due to the reorganization and rectification campaign of the whole nation. It returned to supply-type foreign trade company and renamed the Jiaxing Metal Machinery Chemicals Medicine Foreign Trade Corporation. Meanwhile, the company registered another name called Jiaxing Import & Export Corporation Metal Machinery Chemical Medicine Branch. The import and export business proceeded under the same group but under two different names.

### 1995.6

經嘉興市經濟體制改革委員會批准，嘉興市五機化醫對外貿易公司經首次產權制度改革後，變更為嘉興市五機化醫對外貿易有限責任公司，改制後註冊資本為276.5萬元，成為一家國有股控股企業。

After the first property system reformation in June 1995, Jiaxing Metal Machinery Chemicals Medicine Foreign Trade Corporation became Jiaxing Metal Machinery Chemicals Medicine Foreign Trade LLC with registered capital amounting to 2.765 million Yuan and to be a state-controlled corporation, which was approved by the Economic System Reform Committee of Jiaxing.

### 1999.5

經國家外經貿部批准，重新賦予嘉興市五機化醫對外貿易有限責任公司進出口經營權。

In May 1999, the Jiaxing Metal Machinery Chemicals and Medicine Foreign Trade Corporation Limited regained the rights to import and export after being approved by the MOFTEC.

### 2000.12

公司進行第二次深化產權制度改革，註冊資金擴大到1280萬元，其中國有股占總股本的26%，自然人占49%，職工合股會占25%。2001年經省外貿廳批准，同意嘉興市五機化醫對外貿易有限責任公司對外經營名稱變更為浙江匯信進出口有限公司。

In December 2000, the second reformation of deepening the property system was introduced. The registered capital amount was expanded to 12.8 million Yuan. State-owned shares occupied 26%, the public owned 49% and the employee union had 25% of total shares. In 2001, the Jiaxing Metals Machinery Chemicals & the Medicine Foreign Trade Co., LTD changed its name to the Zhejiang Winsun Import & Export Co., LTD, which was approved by the Bureau of Foreign Trade.

### 2002.10

公司第三次深化產權制度改革，國有股全部退出，進一步完善了產權明晰的現代企業制度。

The third reformation of deepening the property system was introduced in October 2002. The state-controlled shares dropped out completely, which helped to clarify the modern corporate system of free property.

### 2003.4

公司第四次深化改革，增資擴股，註冊資金3288萬元，設立股份有限公司。同年6月，經浙江省工商行政管理局核准變更為浙江匯信進出口股份有限公司。

The fourth reformation took place in April 2003 when the registered capital amount was extended to 32.88 million Yuan and the name of the company was changed to the Zhejiang Winsun Import & Export LLC, which was approved by the Industry and Commerce Administration.

### 2008

增資擴股至註冊資本6200萬元。

The registered capital increased to 62 million Yuan in 2008.

### 2010.7

經國家工商行政管理總局核准名稱變更為匯信進出口股份有限公司。

In July 2010, the State Industry and Commerce Administration approved the company name being changed to the Winsun Import & Export corporation limited.

### 2011

經國家工商行政管理總局核准名稱變更為匯信進出口集團股份有限公司。

In April 2011, the National Industry and Commerce Administration allowed the company to change its name to the Winsun Import & Export Group Corporation Limited.

繼往開來/公司業績發展

Succession/Company performance development.

## 與時俱進·穩健發展

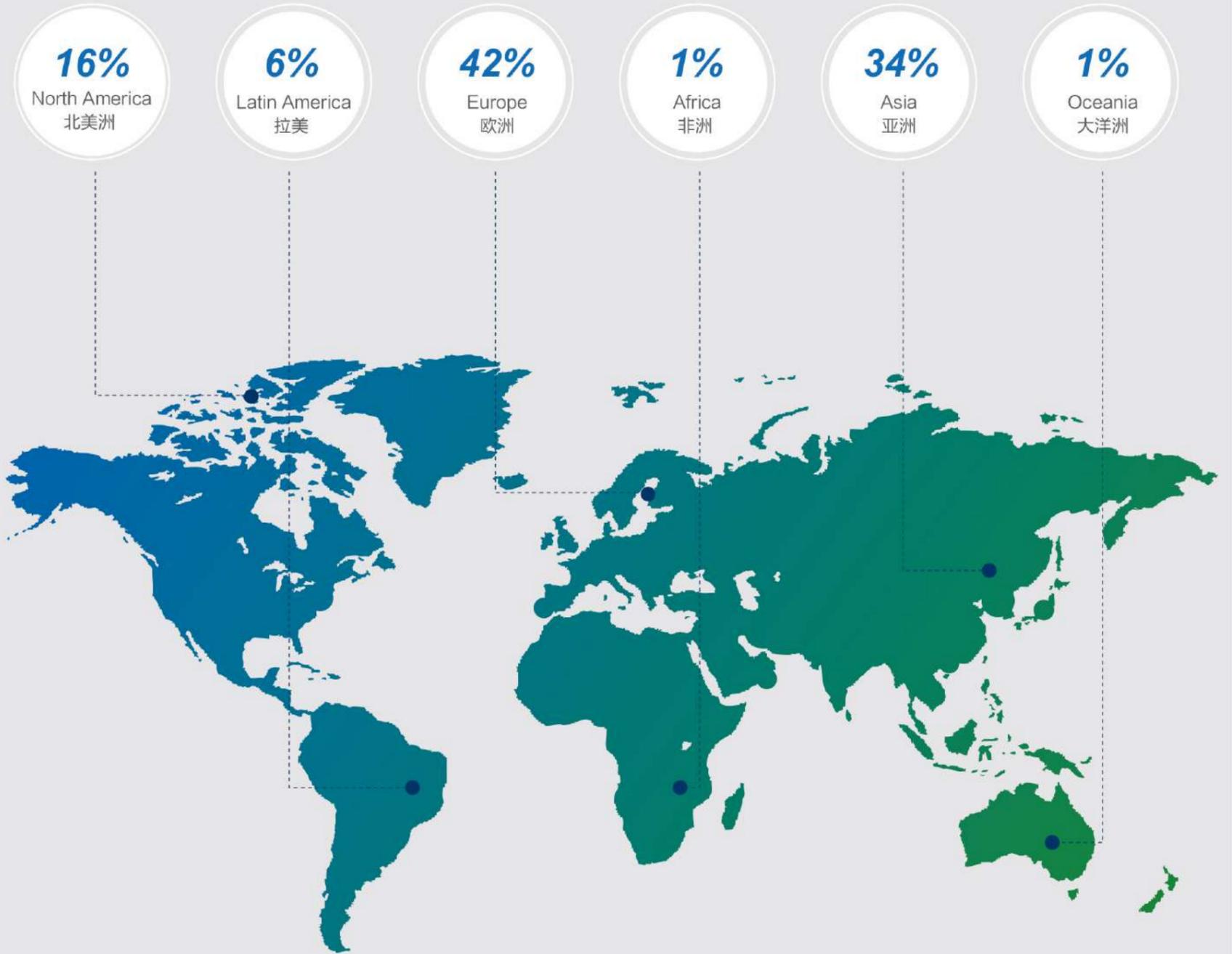
Change with the times·Develop stability

### 進出口業績

#### Import & export achievements

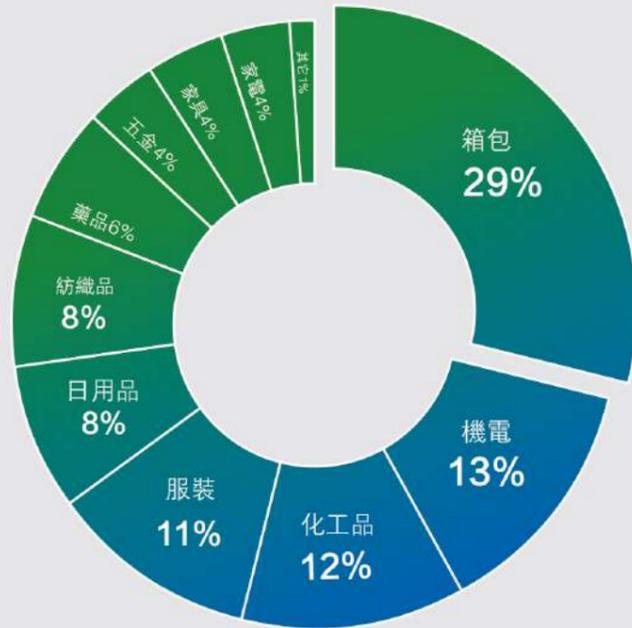
“三年規劃”是企業短期行為向長期戰略的有效過渡。

The three-year plan is an effective transition from the short-term operation to long-term strategic implementation.



## 與時俱進·并駕齊驅

Change with the times·Follow the trend.



### 業務架構圖

#### Business Structure Chart

单位: 万美元 (Units: Ten Thousands Us Dollars)

產品分類 Products classification	金額 Amount	占比 Proportion
箱包 Luggage	6378	29%
機電 Mechanical and electrical	2970	13%
化工品 Chemical	2686	12%
服裝 Garments	2512	11%
日用品 Daily necessities	1869	8%
紡織品 Textiles	1662	8%
藥品 Drug	1239	6%
五金 Hardware	867	4%
家具 Furniture	863	4%
家電 Home Appliances	852	4%
其他 Other	226	1%

### 產品體系

#### Products

- 箱包 Suitcases & Bags
- 五金工具 Hardware
- 電子產品 Electronics
- 紡織品 Textiles
- 家電 Home Appliances
- 土畜產 Natural products
- 服裝 Garments
- 醫用原料 Medical raw materials
- 汽車配件 Auto parts
- 梭織服裝 Knitwear
- 日用百貨 Daily necessities
- 燈具 Lighting
- 皮革服裝 Leatherwear
- 文體用品 Stationery and sporting goods
- 化工原料 Chemical material
- 工業用品 Industrial supplies



### 業務創新發展

#### Business innovation and development

##### 境內外電商

Domestic and overseas e-commerce.

關注客戶新體驗，探索電商發展新模式，研究行業發展新趨勢，促進電子商務和線下銷售的深度融合，實現內外貿共同發展。

Focusing on customers' experience, exploring new models of e-business development, studying new trends in industry development, promoting close integration of e-business and offline sales; realizing mutual development of foreign and domestic trade.

##### 供應鏈服務

Supply chain service

以進出口貿易渠道為核心，充分發揮公司原有人才、平臺、信息、風控等資源優勢，提供物流、通關、結匯等全方位的“私人定制”。

Taking import and export trade channel as the core and taking advantage of existing talents, platforms, information, and risk control resources, to provide full private customization for logistics, customs clearance and exchange settlement etc.

##### 金融業務諮詢及服務

Financing consultation and service

以互聯網金融為契機，提供融資、匯率諮詢以及貿易資產、金融資產、不良處置、戰略諮詢等多方位的顧問服務。

Taking Internet financing as opportunity, to provide financing and exchange rate consultation, as well as multifaceted consultancy service regarding trade assets, financial assets, bad disposition and strategy consultancy etc.



## 繼往開來 / 戰略方向 Succession·Strategic direction

### 打造外貿綜合服務最卓越方案解決商

Strategic Orientation – to be the best solution provider in the foreign trade integrated service industry.

# 1

戰略第一層 Strategy Level 1

## 供應鏈戰略 / 向上下游延伸服務

Supply chain strategy/ Extensive services to upstream and downstream of the market.

實施外貿供應鏈戰略，依托現有貿易資源，從現在的貿易商逐步向貿易服務商轉變，向貿易商業鏈的上下游延伸服務。

Relying on existing trading resources, we apply a foreign trade supply chain strategy that traders are gradually transforming into providers of trade, and extensive services to all types of the commercial chain.

### 以國外客戶為中心的供應鏈綜合服務

突出以客戶為中心、以市場需求為原動力，向客戶提供高增值採購綜合服務，包括產品研發設計、原材料採購、統籌生產安排、物流和融資等，不斷對供應鏈上的工作流程、實物流程、信息流程和資金流程進行設計、優化、提升，以提高供應鏈綜合服務整體效率和自營業務的綜合競爭力。

#### Customer-centered supply chain integrated service

We highlight the idea of customer-centering, taking market needs as motivating power, and providing high value-added purchasing services, which include product development and design, materials purchasing, overall production arrangement, logistics and financing etc. In order to improve overall efficiency of the supply chain integrated services and competitiveness of main business, we keep designing, optimizing and improving the procedure of work, logistics, information and capital.

### 以委托方(供應商)為中心的供應鏈綜合服務

突出以委托方為中心，基於委托方及其客戶需求，向其提供高增值的綜合服務，包括外貿人才、採購配置、物流配置、出口報關、出口退稅、出口信保、匯率管理、信保融資等。與委托方專業分工、資源共享、合作共贏，爭取新的發展空間。

#### Client-centered (supplier-centered) supply chain integrated service

We highlight client-centered strategy, and provide high value-added integrated services accordingly, which include talents, purchasing, logistics, export declaration, export tax rebate, export credit insurance, exchange rate management, credit insurance financing etc. We divide specified works, resource sharing and win-win cooperation with clients for exploring new spaces of development.





戰略第二層 Strategy Level 2

## 實施貿易電商戰略

Implementation of e-business strategy

### 供應鏈融資 Supply chain financing

實施供應鏈金融戰略，依托公司主營業務，向供應鏈企業提供融資在內的一系列金融服務方案，以提升集團在供應鏈平臺中的綜合服務與盈利能力。

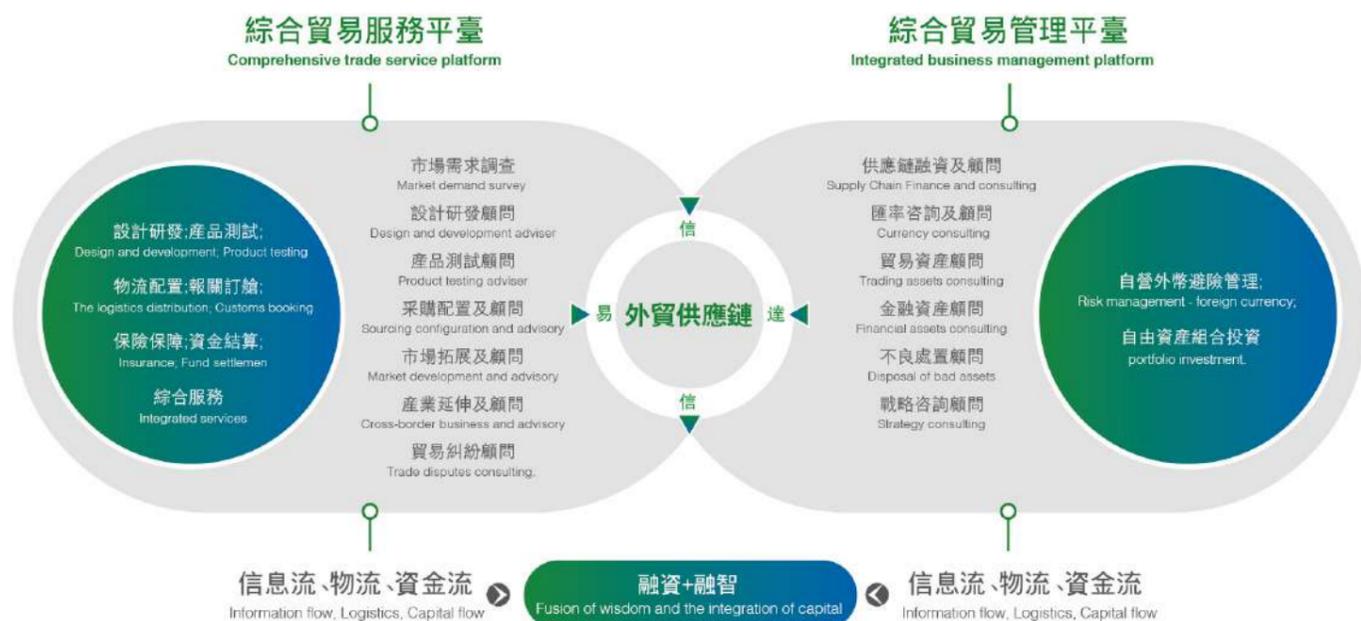
Implementing the strategy of supply chain financing, relying on the company's main business, we provide financing and other solutions of services to supply chain enterprises for improving the capacity of integrated service and profitability.

以互聯網思維構建供應鏈融資平臺，包括與銀行合作建立銀企供應鏈融資平臺、與政府合作建立外貿扶持基金、自建P2B網絡融資平臺，依托公司主營業務，整合互聯網時代貿易的信息流與資金流，在控制風險基礎上，向供應鏈企業提供訂單融資支持，同時拓展金融領域發展空間。

Building supply chain financing platform with the Internet in mind, including establishing bank-corporate supply chain financing platform in cooperation with banks, foreign trade support funding with governments, and P2B network financing platform. Providing supply chain enterprise orders, financing and broaden financial development by relying on the main business.

在內貿領域，不斷擴展公司優勢產品的電商業務，在外貿領域，針對不同特性產品，拓展跨境電商及在目標市場建立電商平臺。

In the field of domestic trade, we have expanded our competitive products in the electronic business. In the field of foreign trade, according to different characteristics in products, we have expanded foreign e-business and developed an electronic business platform in targeted markets.





浙江出口名牌  
ZHEJIANG EXPORT BRAND



戰略第三層 Strategy Level 3

## 實施品牌戰略

Implementation of brand strategy



匯信



立足公司現有的品牌優勢，在貿易各環節樹立品牌意識，形成品牌影響力，同時進一步通過現代經營理念做專、做強公司的品牌系列，塑造品牌的同時經營品牌戰略。

Based on existing brand advantages, we are capable of establishing public awareness in our brand and creating brand-impact. Moreover, we have developed professional and strong brand collections with modern business concepts in order to form and manage the brand at the same time.

匯信集團依托嘉興優越的經濟大環境，不斷拓展國際市場，逐步在全球各大洲建立了穩定的匯信營銷網絡。近年來，進出口市場競爭趨于激烈，市場行為讓匯信集團的決策層意識到，謀求發展必須創建自身品牌，于2000年度推出箱包品牌——“MODS”。MODS品牌針對全球市場定位，產品規格齊全，能滿足不同國家消費者的需求，遠銷歐盟、美國、南美、亞太、澳洲等80多個國家和地區，深受各國消費者的青睞。

Relying on the favorable economic environment in Jiaxing, the Winsun Group keeps expanding our international markets and is gradually establishing a stable sales network across all continents. In recent years, the competition in the imp & exp market has tended to be much more intense than before. Our management, based on the current situations in the market, realize that we have to develop and maintain our own brand for further development. Thus, the bag and suitcase brand, MODS, was launched in 2000. MODS is designed for global markets and meant to satisfy customers' specific demands. MODS products are exported to over 80 countries and regions such as EU, USA, South America, Asia Pacific, and Australia. Mods has gained great popularity all over the world.

# 4

戰略第四層 Strategy Level 4

## 全球視野，建立國際性 超大貿易平臺

Establishment of an  
international-super-trading platform  
with a global view.

設計全球化  
Design Of  
Globalization

營銷網絡國際化  
Marketing network  
Internationalization

採購全球化  
Sourcing Globalization

以全球視野實施資源整合，順應時代的變化，將公司塑造成為多元發展、主業突出的具備核心競爭力的服務型貿易集團。

Integrating resources with global vision and adapting to the change of time, we want to be a service oriented trading group with diverse development and an outstanding main business as the core ability.



在互聯網時代，貿易的信息流、資金流、物流使得貿易全球化。立足做專做强外貿，穩步推進內貿，以全球視野細分貿易市場，包括採購全球化、設計全球化、營銷網絡國際化等。基于核心戰略發展需要，通過對主業上、下游各環節的相關行業進行加盟、聯盟、資本投資、資源整合等方式，牢牢把握貿易過程中的信息流、資金流、物流，不斷整合資源，創新商業模式，持續增強集團公司市場競爭力，拓展盈利空間。

Global trading appeared because of information, capital flows and logistics in the Internet era. We aim to be professional in international trading and steadily promote domestic trading with a globalized point of view, such as the globalization of source, design and marketing networks. Based on the need of our core strategic development, we pay attention to all information, capital flows, and logistics, during all trading processes with continuously integrating resources. We also develop business models, improve competitiveness in international markets and try to increase profits.



# 感恩 GRATITUDE

善感為先·恩諦于心·基業長青

Value praise·Remember gratitude·  
And make the corporate everlasting

滴水之恩，涌泉相報，學會感恩才會進步、懂得感恩才會快樂，內心懷有感激的情愫，才能使我們更好地適應社會，適應自然。

The favor of a drop of water is to be rewarded with the gratitude of a fountain of water. We make progress when we learn to be grateful, and we live a happy life when we know how to be grateful.

滴水之恩 / 公司對員工的感恩  
Company's gratitude to employees

# 以人為本·關愛于心

## People orientation· Keep concern and love in the heart

### 關愛員工 Staff caring

以人為本, 想員工所想, 急員工所急。

Being people-oriented, considering what employees think about and what concerns employees.

#### 工作上的關注 Job focus

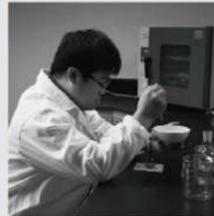
動態式培訓體系, 導師制培養方案, 成長式晉升機制, 關注你不同時期的職業訴求  
Dynamic training system, tutor-system training program, growing-type promotion mechanism, paying close attention to your occupational needs at all times.

#### 生活上的關懷 Life care

心理關愛, 身體關心, 生活點滴的幫助  
Psychological and physical care, and offering help in every aspect of their lives.

#### 文化上的關切 Culture concern

文藝活動、旅遊, 感受企業文化溫度  
Organize entertaining activities and trips to help employees feel the company culture.



我們都是“匯信人”,  
我們同懷“匯信夢”,  
愛崗敬業, 信守承諾,  
精誠團結, 銳意進取,  
持續創新, 追求卓越,  
熱愛生活, 充滿激情,  
心懷感恩, 成就夢想,  
忠誠獲取回報,  
努力鑄就成功,  
我們與匯信共騰飛。

We are all Winsuns,  
We have a Winsun dream together.  
Be devoted to our work, and keeping our promises.  
United with absolute sincerity and seeking improvement.  
Continuously being innovative and pursuing excellence.  
Loving our life and filling it with passion.  
Being grateful and letting our dreams come true.  
Loyalty will be repaid.  
Efforts will bring success.  
We grow with Winsun together.

滴水之恩 / 公司對客戶的感恩  
Company's feedback to the customer



## 滴水之恩·涌泉相報

Reward the favor of a drop of water with the gratitude  
of a fountain of water

### 誠實立業·銘記與感恩

Honest entrepreneurship-Imprinting and being grateful

#### 長期優質合作商

Long-term high quality partners

- CARREFOUR GLOBAL SOURCING ASIA LTD
- BRAND LOYALTY SOURCING B.V.
- LAGERMETALL AB BOSKARSGATAN
- DJ MENG KATE ASPEN
- PAN-ASIA CO.,LTD
- TRAFFIK 360 FZ LLC
- WORLD BAGS S.A.
- HOLIDAY GROUP INC
- FRANCE/SCOTT FETZER COMPANY
- 阿裏巴巴
- 環球資源



滴水之恩 / 公司對社會的回饋  
The company's feedback to the society

關注社會公益事業，重視社會責任，與社會共享發展成果。

Society contribution: paying attention to social welfare and social  
responsibility, sharing achievements with society.

### 回饋社會

Feedback to society

每一個偉大的企業，必然與使命及責任共生。我司始終立足于企業公民的高度，關注社會公益事業，重視社會責任，取之于社會，回饋社會，一路前行，一路超越。

All great enterprises are bound to exist with missions and responsibility. We are concerned about social welfare and pay attention to social responsibility. We repay what we've taken from society. We progress all the way, we exceed all the way.



### 設立留學生實習基地，創立助學基金

Set up a practice base and scholarship for overseas students

發揮外貿企業資源優勢，為留學生提供實踐平臺，參與助學，為教育事業盡綿薄之力。

Take advantage of the foreign trade corporate resources to provide practice platforms to overseas students. We also establish funds to offer educational supplies and scholarships in order.

