CHINA-SOUTH ASIA EXPO
中国-南亚博览会

Online Exhibition of the Everlasting 2020 CSA Expo -- Exhibitors Manual

The Process of Exhibitors

CHINA-SOUTH ASIA EXPO 中国-南亚博览会

Before exhibition

Online registration, booth decoration

(Flexible, easy-to-use and powerful online virtual exhibition booth)

Online registration for exhibition

Exhibitors in and out of China may register with mobile phone number and submit respective information

Virtual booth decoration

Upload pictures, description and video of exhibits, and decorate the booth;
Add third-party platform stores, live-streaming links.

Notification of online approval

Review and approve the registration information, booths and exhibits online

During exhibition

Visiting, negotiation with customers and electronic contract signing

(Virtual booth provides customers with multiple forms of interaction to promote intention signing)

Online customer reception

Buyers browse the online booths, exhibits, or jump to the external stores of the exhibitor, browse the live-streaming sales, and buy goods

Live-streaming sales

Create live video in the APP of CSA Expo and guide buyers to know the exhibits through the video

Chatting with customers

Exhibitors can chat with the buyers online through instant messenger

Online order signing

After the two parties reach an intention, they can initiate an intent contract online and sign a letter of intent by means of electronic contract

After exhibition

Closing deals and reaching cooperation

(closing offline deals)

Entering trading platform

It provides a full range of data analysis of buyers and taps potential business opportunities.

Reaching cooperation

The business cooperation can be reached

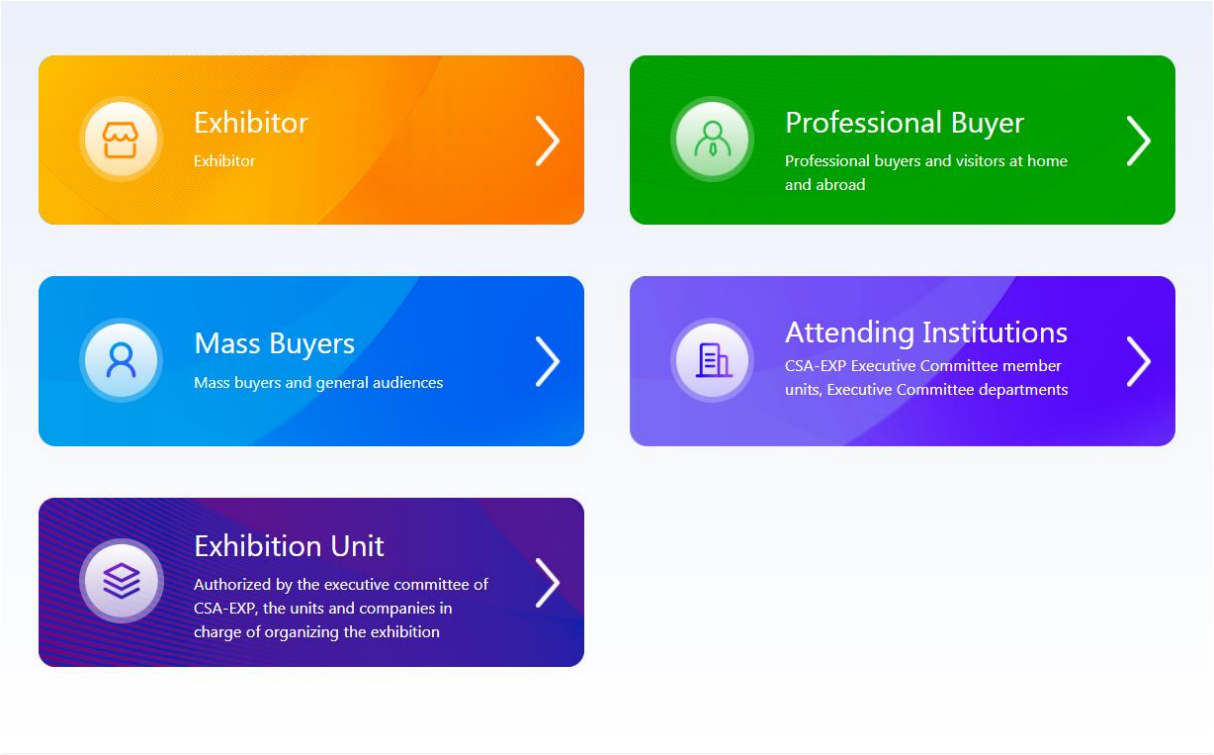
Registration for Exhibitors: Registering Online Account

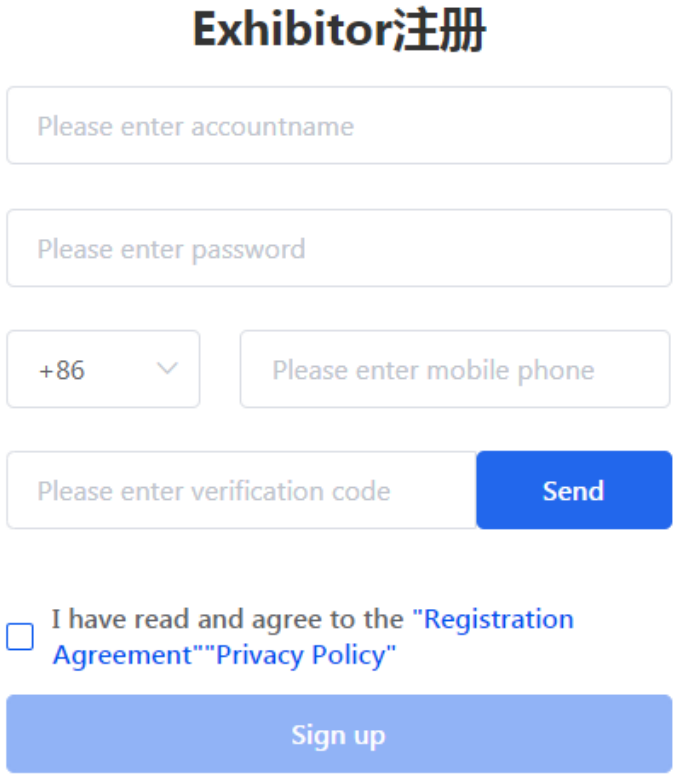
Registration for Exhibitors: Registering Online Account

Register an online account with your mobile phone number, then you can log in the account and access to all the subsequent functions for exhibitors.

Each mobile phone number can only be registered online once, and for one account only.

Official Website: http://vvv-nbh.jdcloud.com/
Click “Register” on the page



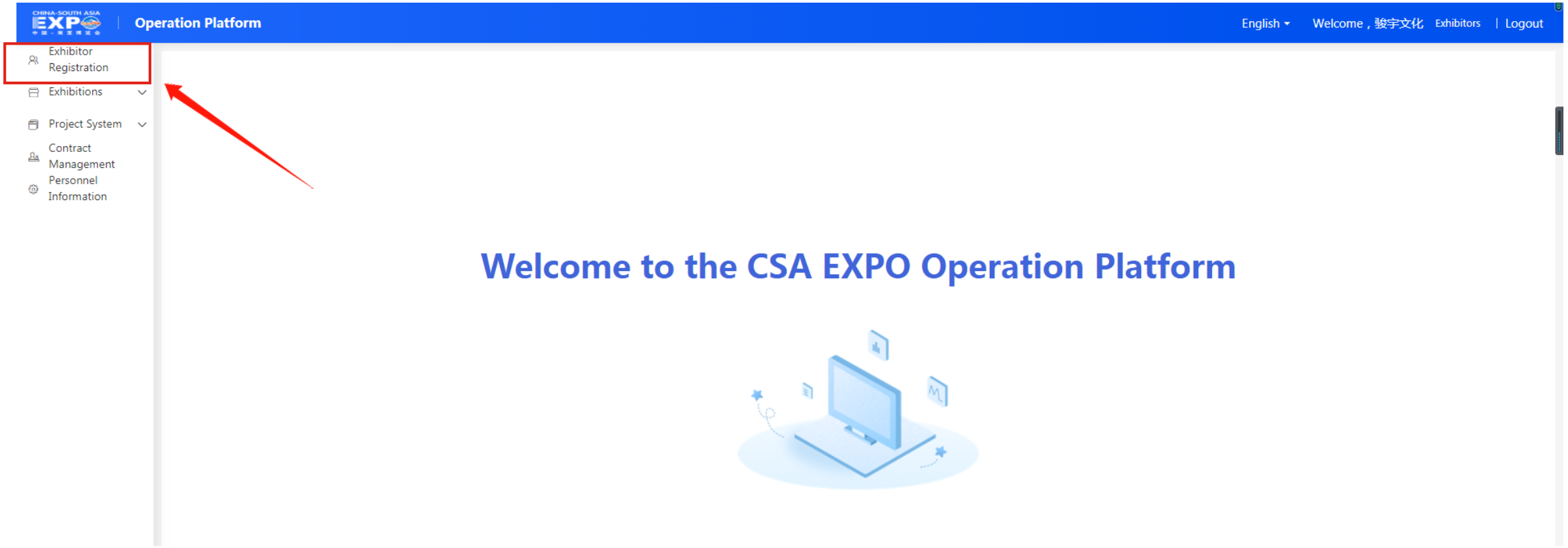


Registration for Exhibitors: Registration for Exhibition

After registration, the exhibitors can access to the operation platform via “Username - Account Center”.

Registration for Exhibitors: Registration for Exhibition

The entry for registration is displayed in the menu on the left.Click to enter the page and fill in the registration information.

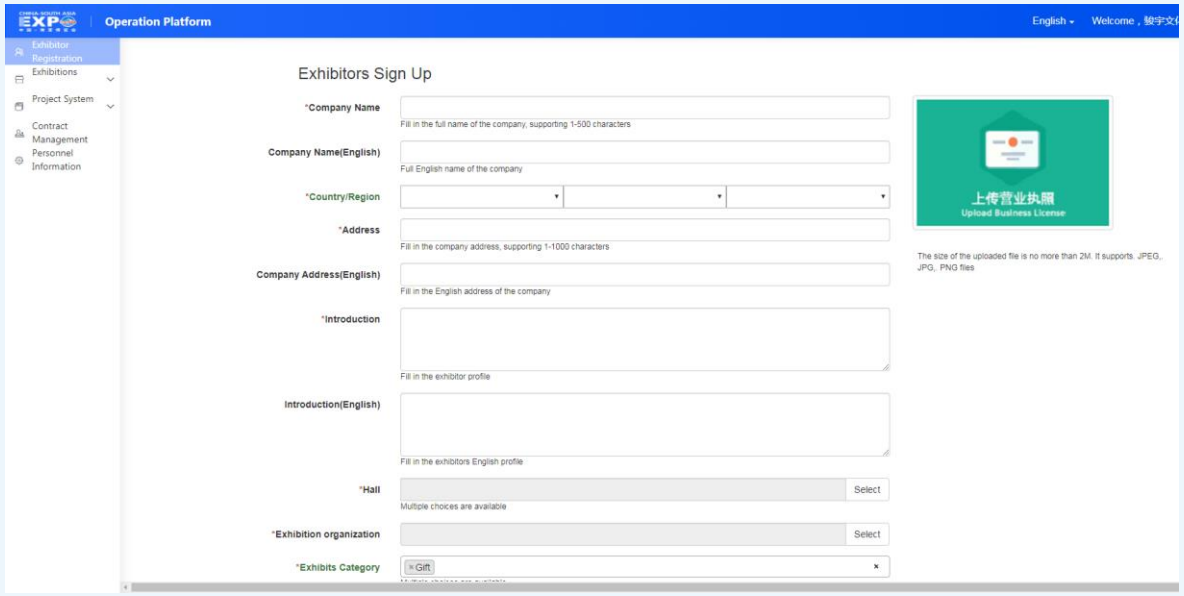


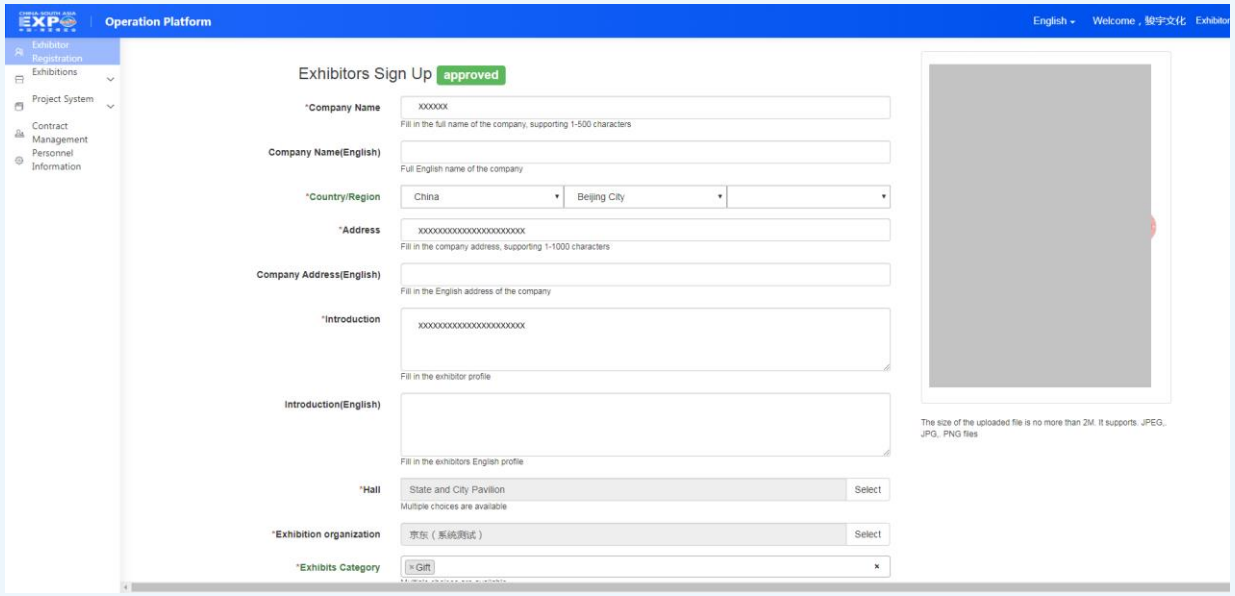
Registration for Exhibitors: Registration for Exhibition

After login, the exhibitors will enter registration page: fill in registration information and submit for approval

Enterprise name, business license, pavilion, exhibition organizer and type of exhibits: For registering for exhibition;

Enterprise introduction, address and contact information: To be displayed in the list of exhibitors and exhibitors' stores





Instructions for Filling in Registration Information

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Information item	Requirements
Registered mobile phone (for retrieving the password):	- Mobile phone in Mainland China: 11 digits - Mobile phone out of China: 00 + Country code + phone number
Enterprise name:	1-100 characters
Enterprise name in English:	1-100 characters
Country:	Country name
Region:	Region, such as province in Mainland China.
Detailed address:	1-200 characters
Detailed address in English:	1-200 characters
Exhibitor introduction:	1-5,000 characters
Exhibitor introduction in English:	1-5,000 characters
Pavilion:	Refer to [List of Pavilions]
Exhibition organizer:	
Type of exhibits:	Multiple choices, refer to [List of Exhibit Types]
Contact Name:	1-100 characters
Contact information:	1-100 characters
Picture of business license:	The picture shall be in the format of .jpeg, .jpg, .png, with size up to 2M.
Have e-commerce platform in China:	If yes, fill in the link(s) of e-commerce platform in China If no, please fill in whether you intent to open an e-commerce platform in China

List of Pavilions
South Asia Pavilions
Southeast Asia Pavilions
Overseas Pavilions
Pavilions of Provinces, Regions and Cities
Trade in Services Pavilion
Cross-border Trade Pavilion
Market Purchase Trade Pavilion
Pavilions of Prefectures and Municipalities (Domestic Trade Pavilions)
Manufacturing Industry Pavilion (Department of Industry and Information Technology)
Biomedicine and Health Pavilion (National Health Commission and Science and Technology Department)
Green Food Pavilion (Department of Agriculture and Rural Affairs)
Culture and Tourism Pavilion (Department of Culture and Tourism)
Green Energy Pavilion (Energy Administration)

List of Exhibit Types
Electronics & home appliances
Lighting
Vehicles & spare parts
Machinery
Hardware & tools
Building materials
Chemical products
Energy
Consumer goods
Gifts
Home decorations
Textile and apparel
Footwear
Office, bags and leisure products
Medicine and health care
Food

Setting up Online Booths

Exhibitors can set up online booths

after submitting the registration information

Exhibitor	Exhibition organizer
Submit registration information	
↓	
Decorate and submit booth	
Prepare exhibit materials	Review and approve the registration information
Wait for the notification of approval results	Review and approve booth
Upload exhibits	
Wait for the approval of exhibits	Review and approve exhibits
Add and display exhibits	

Booth Decoration -- Choose Template

Choose Template (multiple choices)

Template 1: Exhibits

Applicable to exhibitors with preferred enterprise brands and **many exhibits** (with slideshow and exhibit grid, without sides)

Template 2: Exhibits

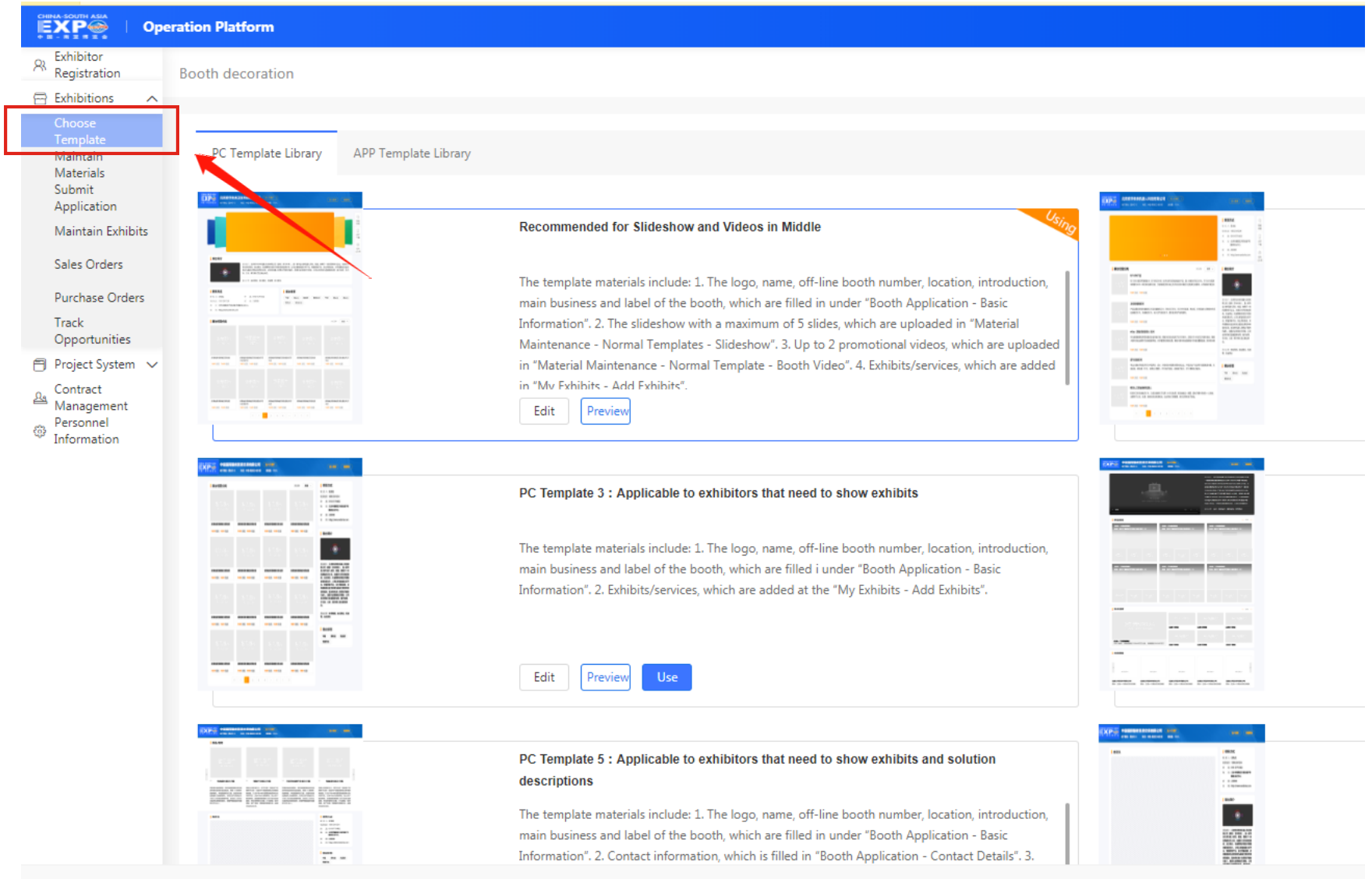
Applicable to exhibitors with **preferred exhibits** (with slideshow, contact person, right side of the video, exhibit list)

Template 3: A Lot of Exhibits

Applicable to exhibitors with **a large number of exhibits**

Other templates available:

- Picture template
- Picture + exhibit template
- Customized long promotional pictures template etc.



Booth Decoration -- Choose Template

Choose PC template for booths on PC

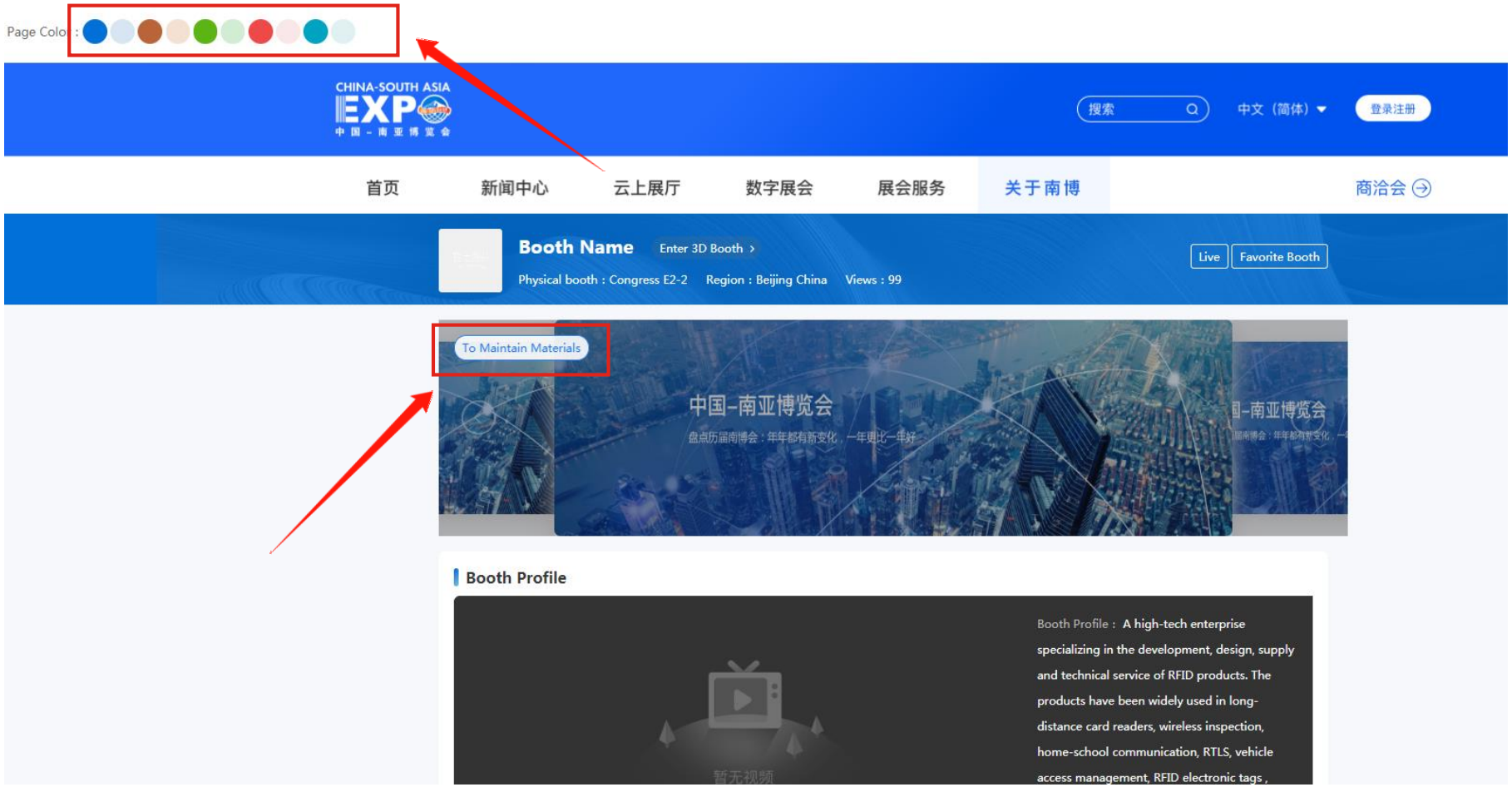
Choose APP template for booths on APP

Click to edit a template

- Move the mouse over any section in the template, and the floating button of [To Maintain Materials] will appear

- Click [To Maintain Materials] to jump to the page of material maintenance for that section

- After submitting the corresponding materials, you can click "Preview" to view the display effect of the template on both PC and APP



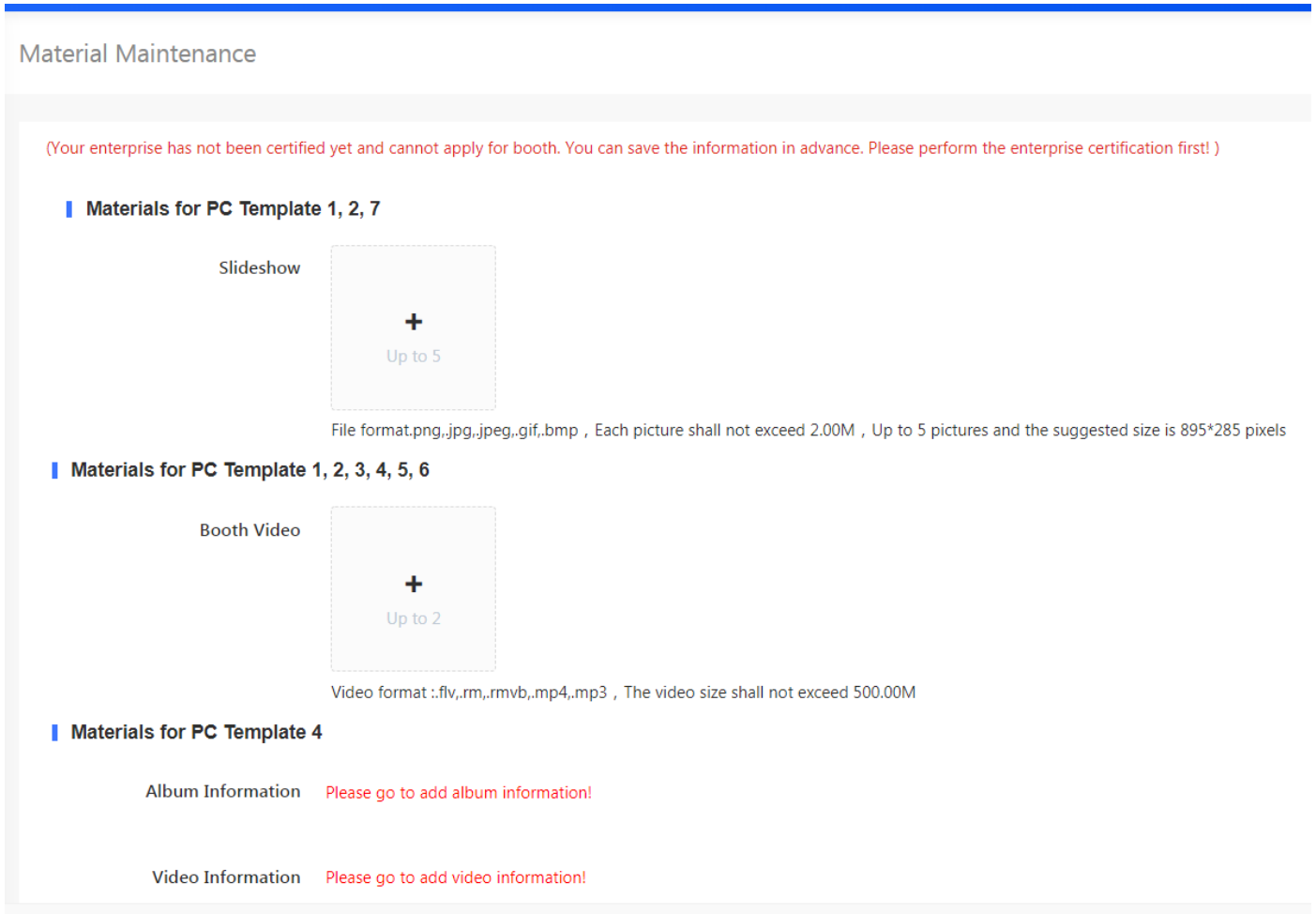
Booth Decoration -- Maintain Template Materials

Materials for **Templates 1/2**:

- Slideshow (File format: .png, .jpg, .jpeg, .gif, .bmp; the size is no more than 5.00 MB, a maximum of 5 sheets, recommended resolution: 895*285 pixels);

Materials for **Templates 1/2/3**:

- Booth video (2 videos, format: .flv,.mkv,.rm,.rmvb,.mp4,.mp3, the size is within 200.00M. If it is MP4 format and MPEG-4-coded, please convert it to H264-encoded format).

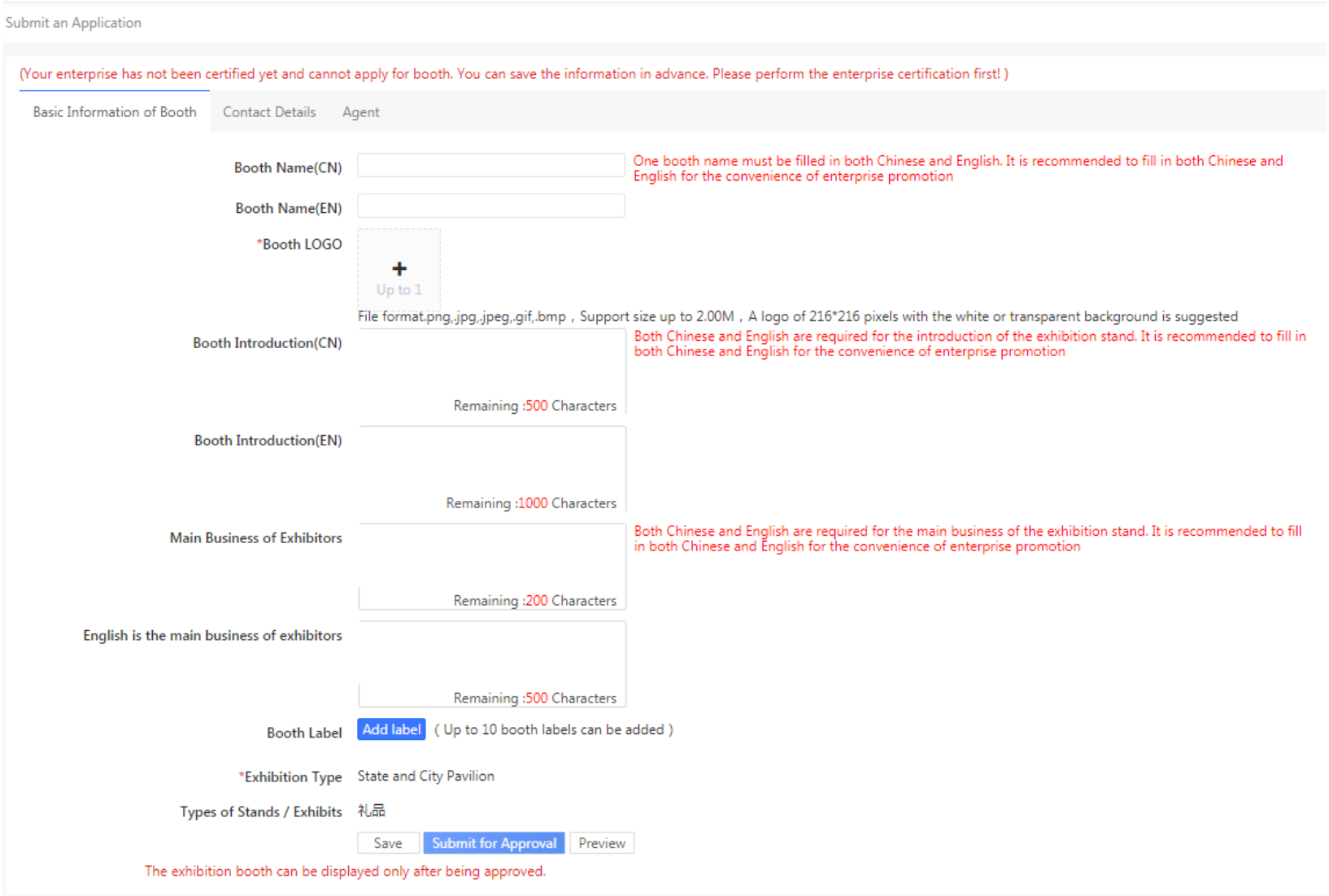


Booth Decoration -- Maintain Basic Information of Booth, Submit for Approval

After the booth information is maintained, submitted and approved, it will be displayed externally:

Column 1: Basic Information of Booth

After choosing the template and maintaining materials, exhibitors can fill in the basic information of booth, including booth name, booth LOGO, and booth introduction, external store links, and live-streaming sales links, which will be displayed on the home page of the booth.



Booth Decoration -- Maintain Basic Information of Booth, Submit for Approval

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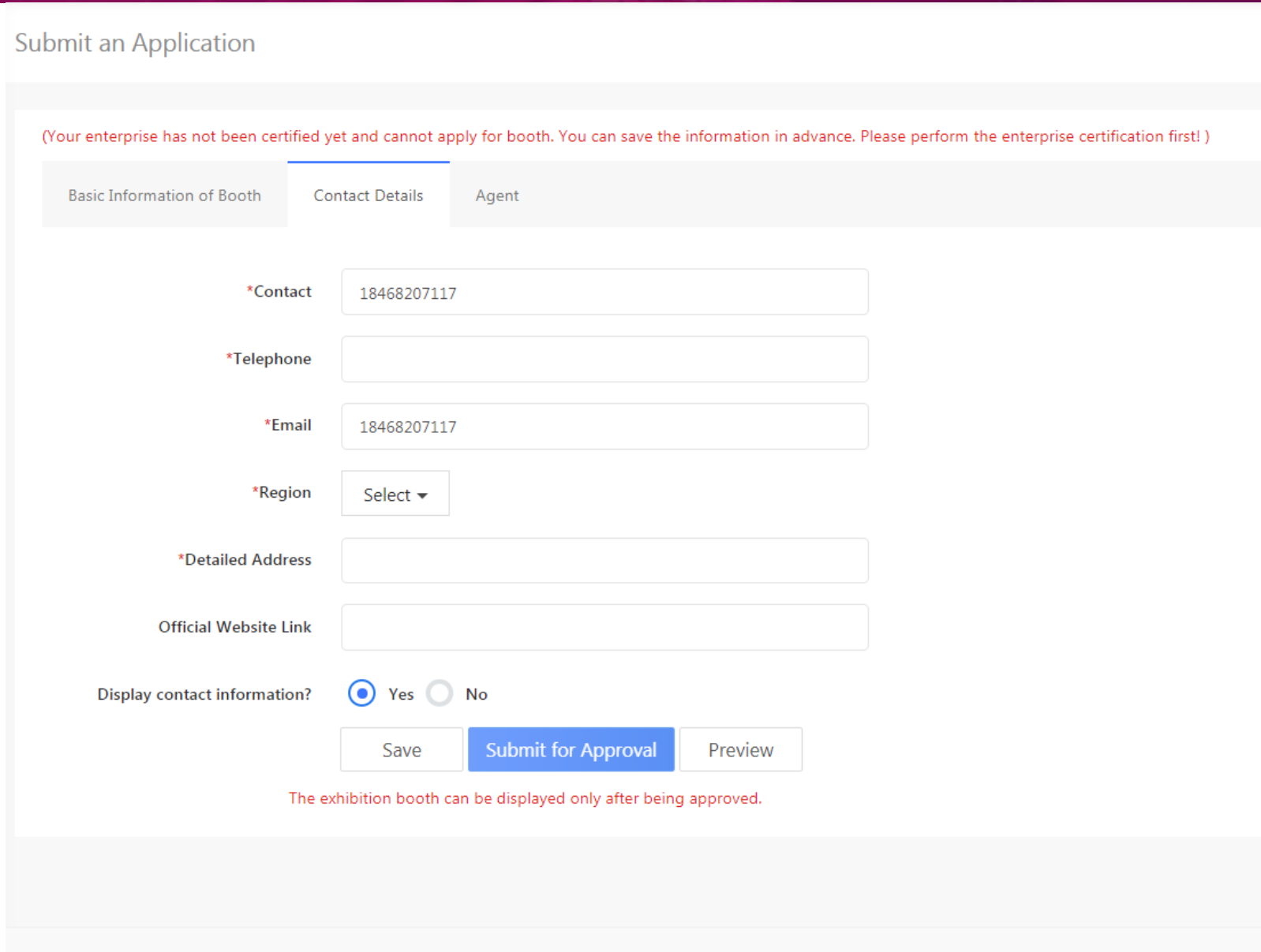
Column 2: Contact Details

Contacts, contact information, etc. If you choose to display the contact details, the above contact information will be displayed at the home of booth.



Instructions for Booth Information

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Information item	Requirements
Booth name (in Chinese)	Exhibitors are required to fill in the booth name either in Chinese or in English. It is recommended to fill in both
Booth name (in English)	
Booth logo	Required. File format: .png, .jpg, .jpeg, .gif, .bmp; the size is no more than 2.00 MB, recommended resolution: 216*216 pixels; white or transparent background logo
Booth introduction (in Chinese)	Exhibitors are required to fill in the booth introduction either in Chinese or in English. It is recommended to fill in both, with a maximum of 500 Chinese characters or 1,000 English characters
Booth introduction (in English)	
Main business	Required, within 200 characters
Booth label	Please add. 10 labels at most.
Type of Pavilion	The same with registration information
Type of Exhibits	The same with registration information
Contact	Required
Tel	Required
Email	Required
Fax	
Region	Required, you can select from “Mainland China - Province/Autonomous Region/Municipality” or “Out of China - Country” or “HK/Macao/Taiwan”
Postcode	
Whether to display contact information	Choose yes or no

Review and Approval of Booth Decoration

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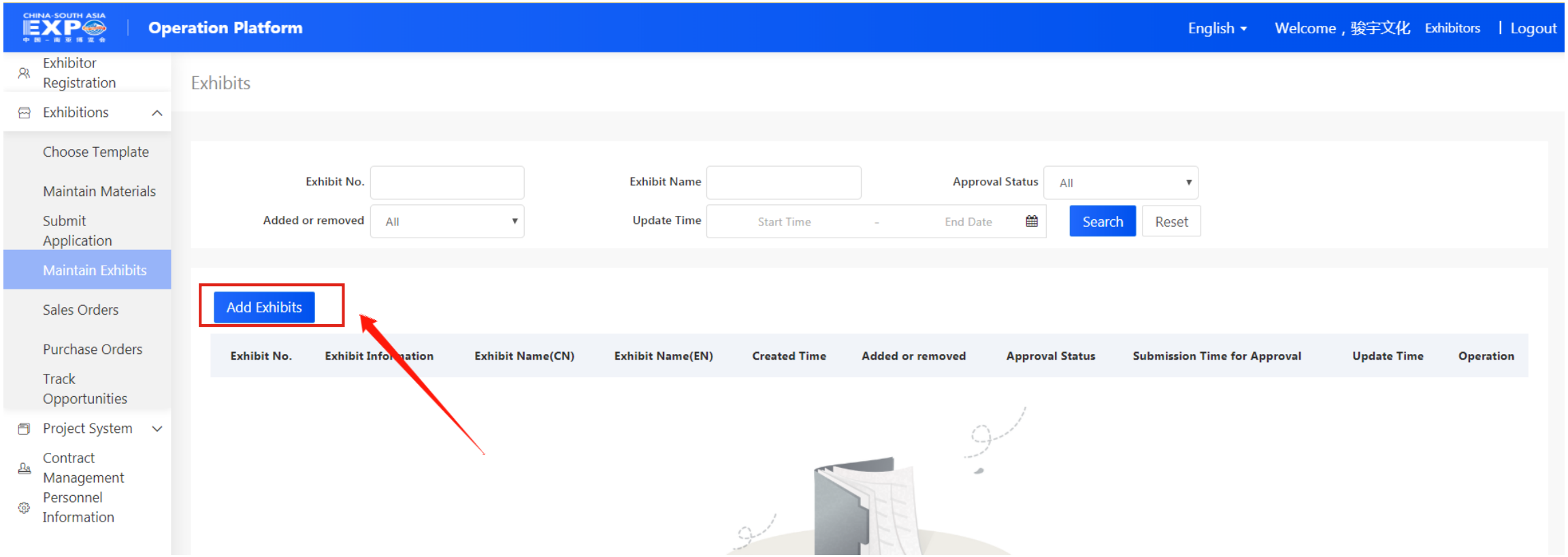
After the booth is approved, the exhibitor will receive a text message “Approved”

Upload Exhibits -- Add Exhibits

Exhibitors can add exhibits through “Upload Exhibits - Add Exhibits” (we suggest you adding no more than 100 exhibits)



Upload Exhibits -- Add Exhibits

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Step 1: Add exhibit information

- Exhibit no.: It is automatically generated by the system
- Fill in the exhibit name, *place of origin, *brand, market price, wholesale price, and introduction, with word limit
- *Exhibit pictures: Upload 5 pictures for each exhibit, with the maximum size of 5.00M and recommended resolution of 600*600px; supported format: .png, .jpg, .jpeg, .gif, .bmp
- Exhibit video: .flv,.mkv,.rm,.rmvb,.mp4,.mp3; the video size is no more than 200.00 MB
- External platform link: Only a few large e-commerce platform links can be added, after adding:

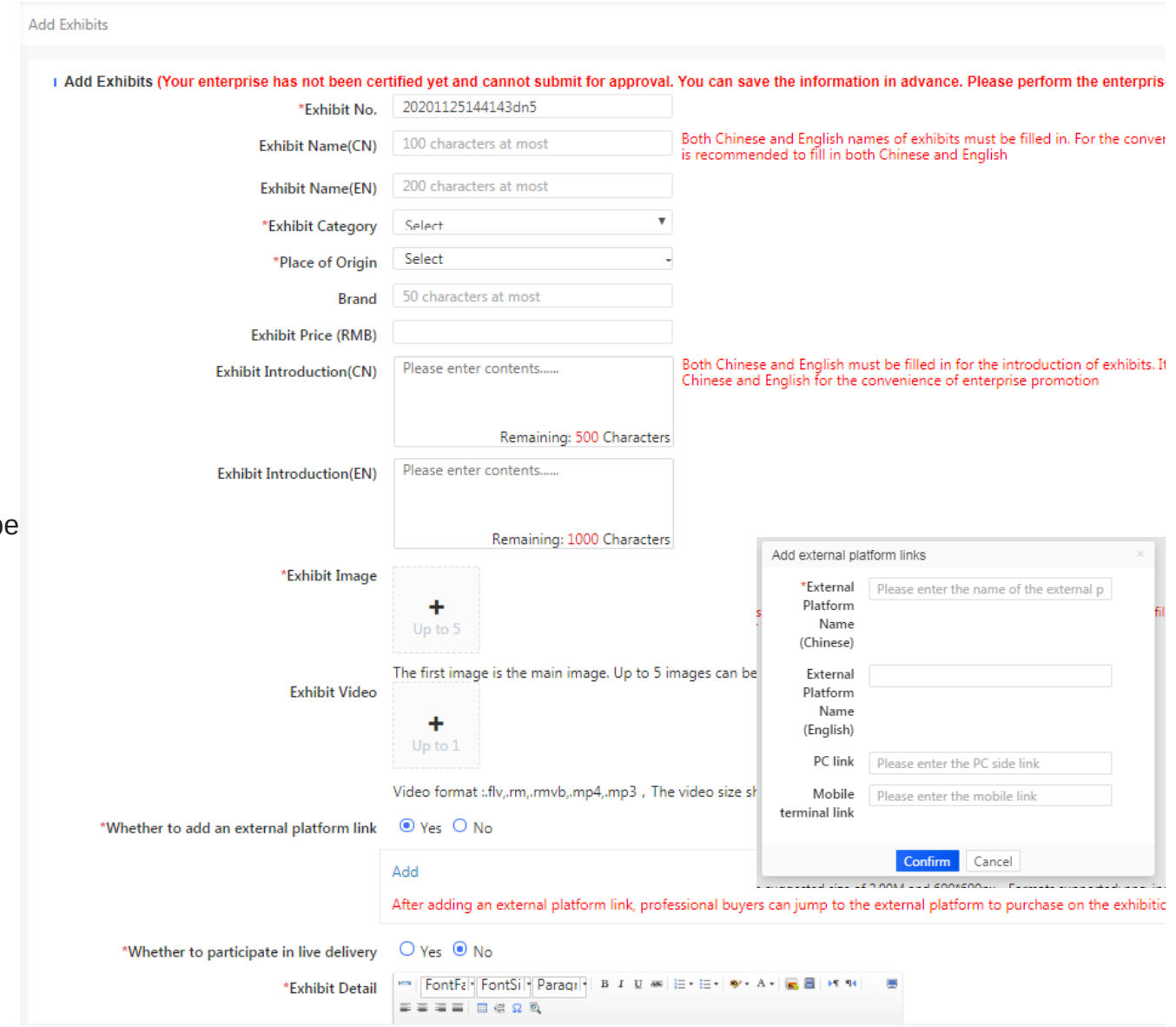
(a) Exhibits can be added to and sold through live-streaming sales

(b) The purchase link will be displayed for the exhibit in the booth

- *Whether add to live-streaming sales: For the exhibits with added links, you can choose whether to add them to live-streaming sales. If you choose yes:

(a) The exhibits will be listed in the items for live-streaming sales

(b) Buyers can buy the exhibits by clicking the link displayed below the live-streaming studio, and jumping to the exhibit page.



Instructions for Exhibit Information

CHINA-SOUTH ASIA EXPO 中国-南亚博览会

Information item	Requirements
Exhibit no.	It is automatically generated by the system
Exhibit name (in Chinese)	Exhibitors are required to fill in the exhibit name either in Chinese or in English. It is recommended to fill in both
Exhibit name (in English)	
Booth & exhibit no.	Exhibitor can customize its own exhibit no. or use the code automatically generated by the platform
Place of origin/Service area	Required, you can select from the drop-down list of “Mainland China - Province/Autonomous Region/Municipality” or “Out of China - Country” or “HK/Macao/Taiwan”
Brand	Within 50 characters
Market price (RMB)	
Wholesale price (RMB)	
Exhibit introduction (in Chinese)	Exhibitors are required to fill in the exhibit introduction either in Chinese or in English. It is recommended to fill in both, with a maximum of 500 Chinese characters or 1,000 English characters.
Exhibit introduction (in English)	
Exhibit picture	Required. The first picture is the main picture of the product. Upload up to 5 pictures with the maximum size of 2.00M and recommended resolution of 600*600px; supported formats: png,.jpg,.jpeg,.gif,.bmp.
Exhibit video	Video format: .flv,.rm,.rmvb,.mp4,.mp3, with the maximum size of 500.00M
Whether to add external platform links	Required. If yes, you are required to fill in the external platform name in Chinese, you can also fill in the name in English; for PC or APP links, at most 3 external platform links can be added
Whether added to live-streaming sales	Required. If yes, you are required to add the external platform links
Exhibit introduction	Required, within 1,500 characters

Upload Exhibits -- Add Exhibits

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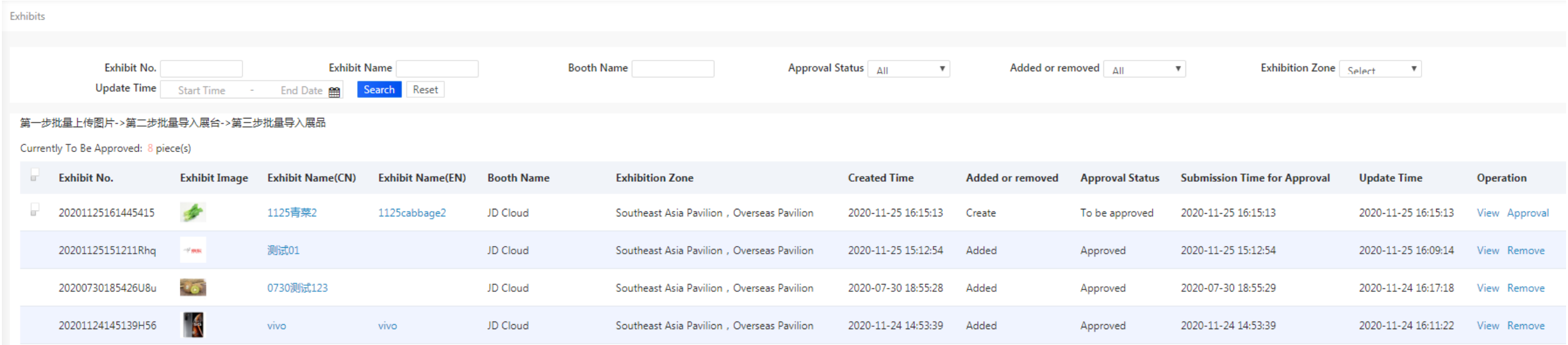
Step 2: Submit the exhibits for approval and release

- After filling in the exhibit information, the exhibitors submit the information for approval by the exhibition organizer/ Organizer(approval principle: the exhibition organizer of the exhibitor shall be the approver).
- The exhibitor can view the approval status of the exhibits in real time.
- If **approved**, the exhibitor can add exhibits and display them normally
- If rejected, the exhibitor may revise the booth information and resubmit the application



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Online Exhibition of the Everlasting 2020 CSA Expo -- Professional Buyers Manual

The Process of Professional Buyers

CHINA-SOUTH ASIA EXPO 中国－南亚博览会

Before exhibition

Online Registration, Booth Recommendation

(Buyers can get the recommended booths based on registration information, follow booths and arrange the visiting)

- **Online Registration** — Merchants register online account, fill in the industry information and area of interest
- **Booth Recommendation** — Search the exhibitors and booths to get recommended booth that match the industry and interest areas
- **Planning for Visiting Path** — Follow booths and arrange the visiting

During exhibition

Online Visiting, Making Appointment for Business Talks, Reaching Purchase Intention

(Buyers can browse the booths, watch the live videos, and make appointment for business talks through APP)

- **Online Visiting** — Browse the booths, view the exhibit details, enter the online booth live-streaming studios, and interact with the exhibitors online at any time
- **Live-streaming Sales** — Watch the live-streaming studio of the exhibitors and place an order
- **Business Talks** — Click to make an appointment for business talks, chat in private negotiation room and reach purchase intention

After exhibition

Signing Letter of Intent

(Summarize the expo information and sign letter of intent with prospective exhibitors)

- **Signing Letter of Intent, Reaching Cooperation**
- **Generating Portraits** — Generate the portrait of buyers, demand and product, etc. to provide data support for subsequent exhibitions

Online Registration

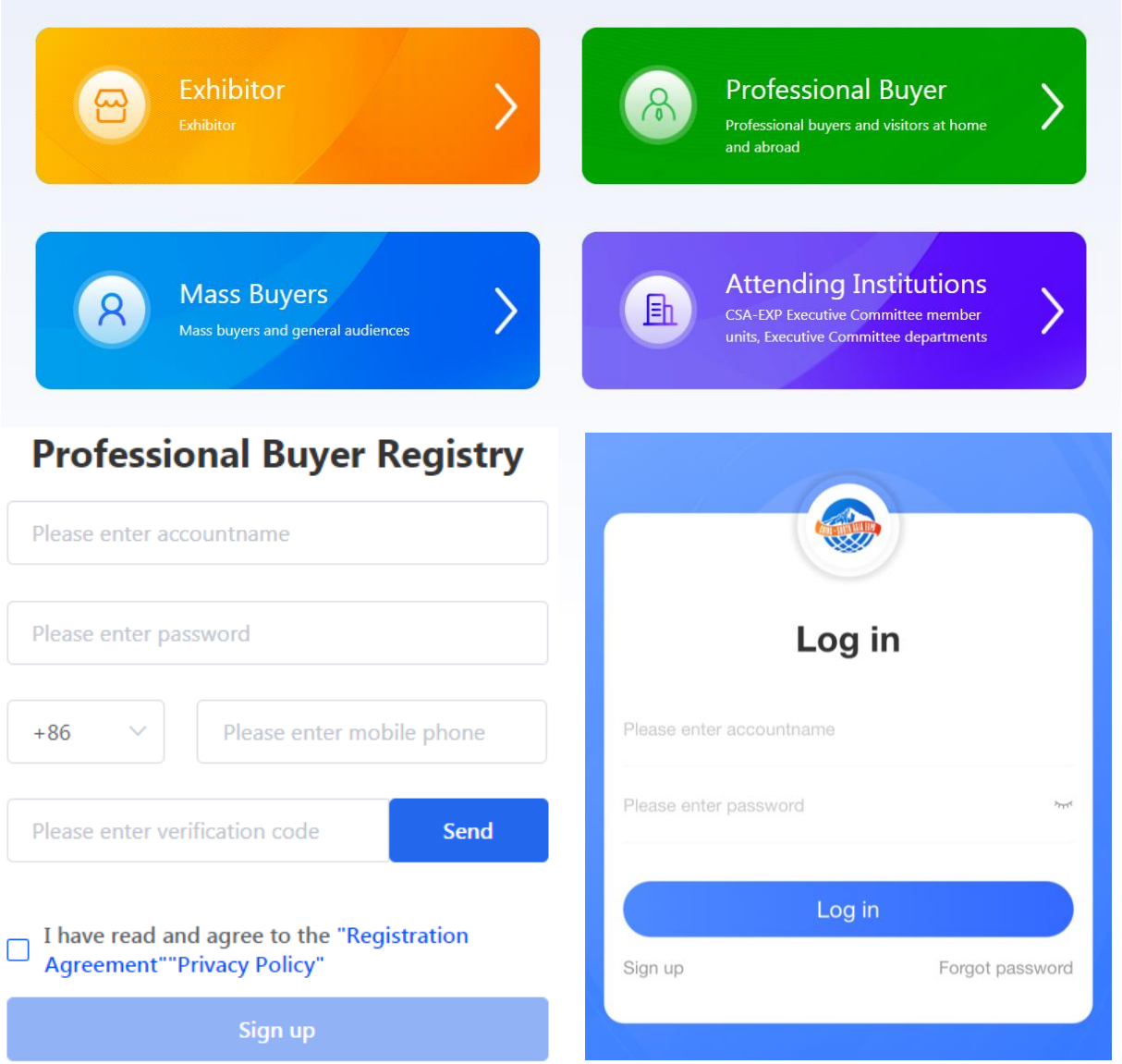
The buyers shall register an account at the official website of CSA Expo, and fill in the following information:

- •Username
- •Password
- •Cellphone Number
- •Mobile verification code

After registration, the buyers can log in to the official website, APP, mini program, or management background of the CSA Expo, or nanbomall.

Official Website: http://vvv-nbh.jdcloud.com/
Click “Register” on the page

Official Website: http://www-nbh.jdcloud.com/



Browse Official Website

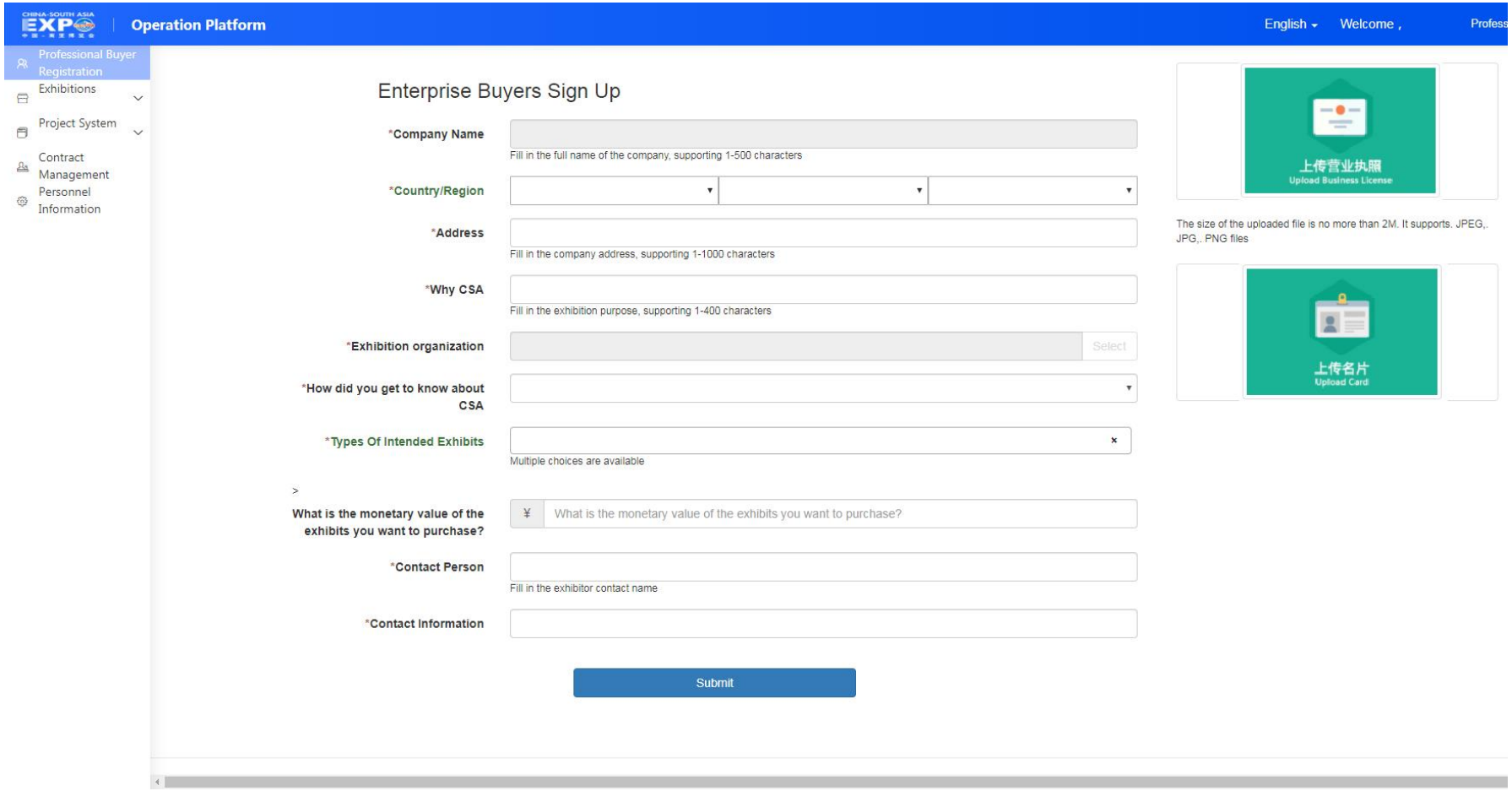
For the Online Exhibition of the Everlasting 2020 CSA Expo, the information layout and visual design of the official webpage aim to facilitate exhibition, visiting and trading by targeting at exhibitors, buyers and other key users.

Buyers can click the shortcut entrances at the official website to jump to the target pages, such as online registration, list of exhibitors, booth and exhibits, 3D exhibition hall, supply and demand information, etc.

Online Registration

Upon successful registration, buyers can be upgraded to professional buyers and enjoy **AI recommendation, online signing** and other VIP features after the following information is filled in, submitted and approved:

- Enterprise name (required)
- Country/Region (required)
- Enterprise address (required)
- Exhibition purpose (required)
- Category of goods purchased (required)
- Intended purchase amount (optional)
- How you know the Expo (optional)
- Contact (required)
- Contact information (required)



Instructions for Filling in Registration Information

CHINA-SOUTH ASIA EXPO 中国-南亚博览会

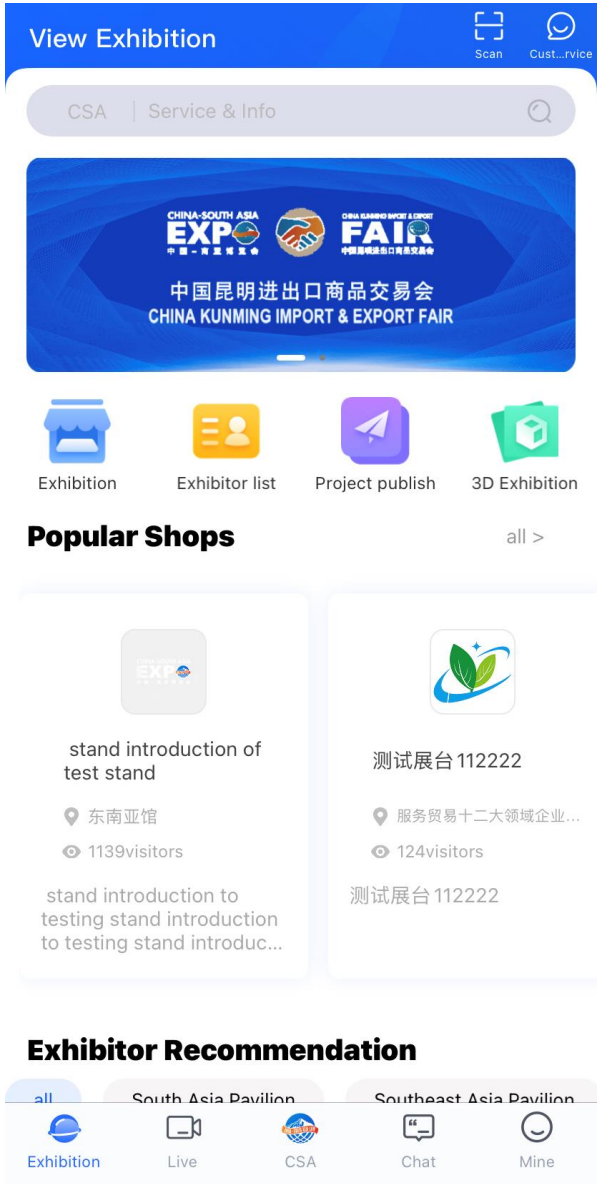
Information item	Requirements
Registered mobile phone (for retrieving the password)	- Mobile phone in Mainland China: 11 digits - Mobile phone out of China: 00 + Country code + phone number
Enterprise name	1-100 characters
Country	Country name
Region	Region, such as province in Mainland China.
Detailed address	1-200 characters
Exhibition purpose	1-1,000 characters
How you know the Expo	Magazines, newspaper, Internet
Type of Exhibits of Intention	Multiple choices, refer to [List of Exhibit Types]
Contact Name	1-100 characters
Contact information	1-100 characters
Picture of business license	The picture shall be in the format of .jpeg, .jpg, .png, with size up to 2M.
Business card of professional buyers	The picture shall be in the format of .jpeg, .jpg, .png, with size up to 2M.

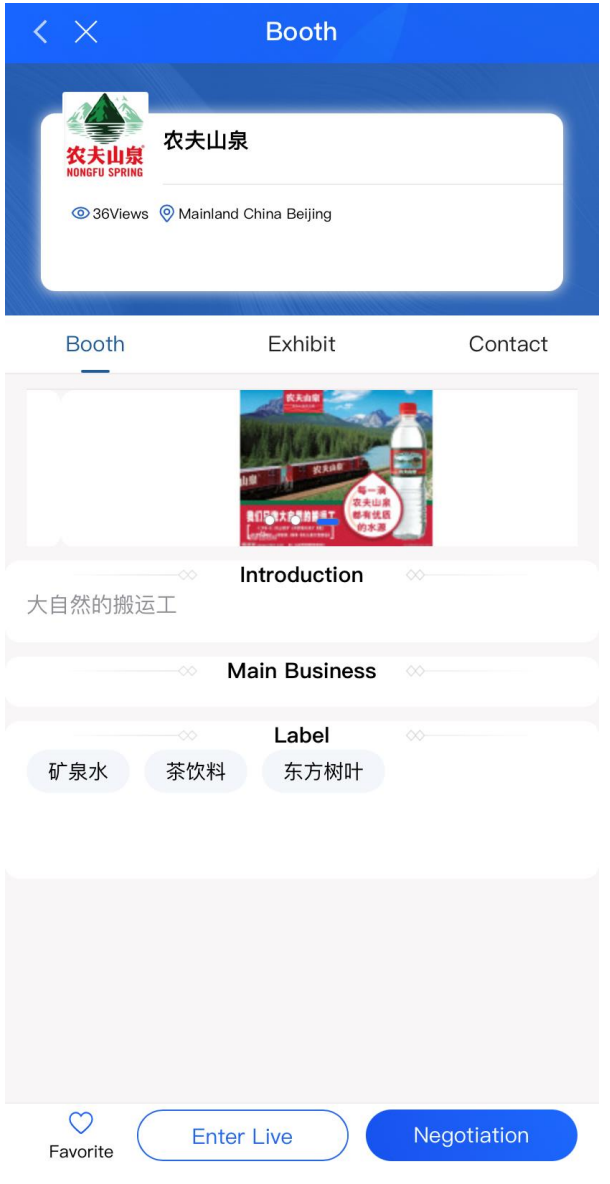
List of Exhibit Types
Electronics & home appliances
Lighting
Vehicles & spare parts
Machinery
Hardware & tools
Building materials
Chemical products
Energy
Consumer goods
Gifts
Home decorations
Textile and apparel
Footwear
Office, bags and leisure products
Medicine and health care
Food

Online Visiting

After successful registration, the system will intelligently recommend the exhibitors, stores, exhibits and projects based on AI algorithm model based on labels of buyers' enterprise types, purchase interests, etc., as well as browsing history and favoriting data of users.

- AI recommended exhibitors
- AI recommended stores
- AI recommended exhibits
- AI recommended projects



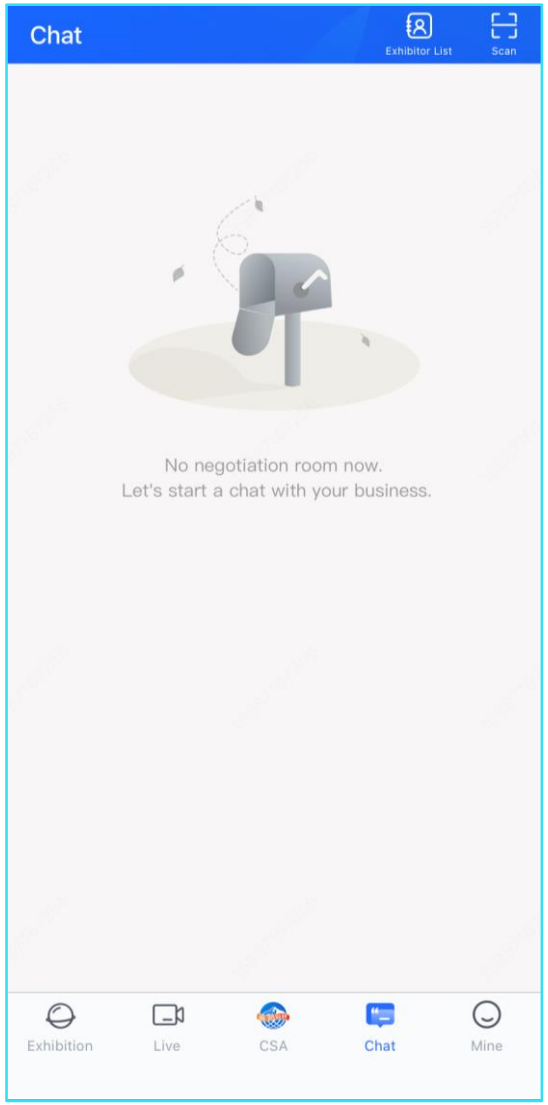


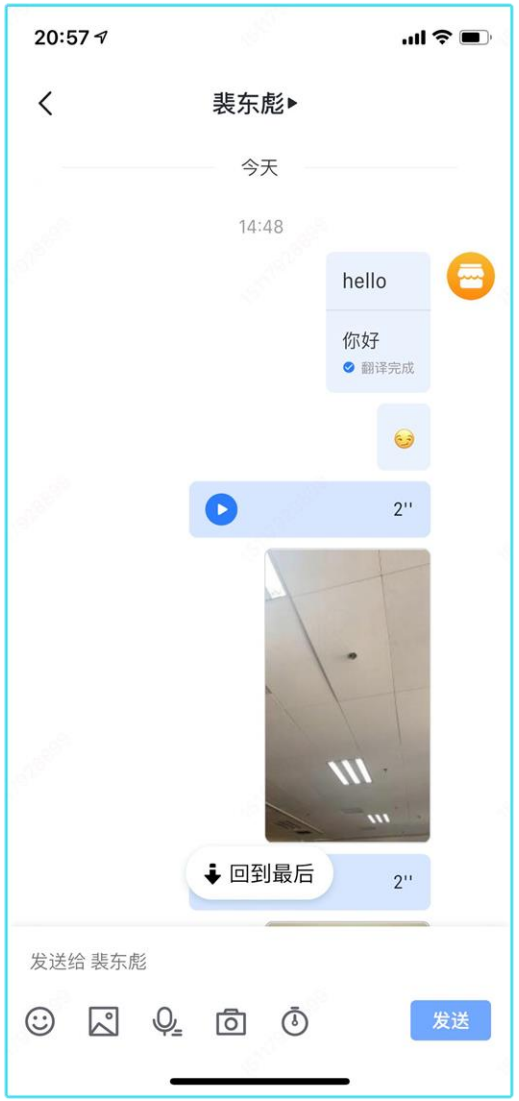
Business Talks and Negotiation

Where in-depth negotiation on bulk transactions is required between buyers and sellers, buyers can initiate the one-to-one online private negotiation with exhibitors through the negotiation room function.

The negotiation room supports text, emojis, pictures, short videos, files, etc., and supports Chinese-English translation of messages.

In terms of security, the negotiation room will burn the messages immediately after reading and destroy them automatically; it will delete the confidential documents on regular basis to ensure the transmission security. It supports end-to-end independent encryption and watermarking to ensure the privacy security of both parties.





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Thank You