

**ZEYUAN**

YOUR BUSINESS GATE IN ASIA

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Our mission is to link markets, customers and suppliers in Asia with innovative companies and technologies in the West, creating a trusted business bridge between East and West



# OUR VALUE PROPOSITION

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Our people is our strength. We leverage & combine industry experience with local & international perspective to fulfil our Customers' Business Goals

# OUR SERVICES

## MARKET RESEARCH

First step is to know the market, main competitors, potential segments, relevant business partners and current trends



## CREATING A BUSINESS PLAN

Every market deserves its own business plan according to the company's strategy, budget and targets



## CREATING A GO-TO-MARKET PLAN

First steps should follow a 12-18 months' detailed GTM plan, including the main marketing and sales activities



## FOLLOW UP

Every business needs a foot-on-the-ground to follow up the implementation of the business plan and GTM plan



## SOURCING FOOD INGREDIENTS

Locate suppliers, OEM factories, and JV options while keeping international standards of food safety



## SOURCING FERMENTATION PLANTS

Locate leading fermentation facilities that provide CDMO/CMO services for any segment



## SOURCING PLASTIC PARTS & MOLDS

Sourcing plastics components and mold factories, according to the customer's standards and design



## SOURCING INDUSTRIAL MACHINERY

Locate facilities for industrial automation machinery for any manufacturing purpose



## WHEN **SOURCING** WE COVER IMPORTANT TASKS



### VETTING & QUALIFYING

We conduct a thorough background check of potential and existing suppliers, including legal registration and licenses



### FACILITIES AUDIT

We conduct facilities audit according to international standards; the customer's requirements, such as production capabilities, capacity output, environmental guidelines, etc. are first priority



### RISK MANAGEMENT

IP rights, existing suppliers with financial problems, uncooperative suppliers - are all important issues to watch out for and overcome quickly



### QUALITY ASSURANCE

We inspect every batch according to the customer's standards and suggesting measures to improve processes and products



### MONITORING LOGISTICS

We make sure all shipments are according to the regulations of the destination; we also assist in fulfilling payments to China

# MAIN STAGES WHEN SOURCING **FERMENTATION**

1

## PRODUCT ID

After signing an NDA, we can identify the precise requirements regarding the equipment and process needed for producing the customer's product

2

## INITIAL MATCH

In this stage, we verify with the facility that the basic requirements match the facility's resources; we are assisting the customer with all the technical and commercial aspects

3

## DETAILED ANALYSIS

Following the initial match, we can drill down to the specific equipment, parameters, long-term production capabilities, and other essential elements

4

## TRIAL RUN

The customer works together with us and the potential facility in planning and executing a trial production, according to a formal agreement, where we make sure to maintain confidentiality and protect the customer's IP

5

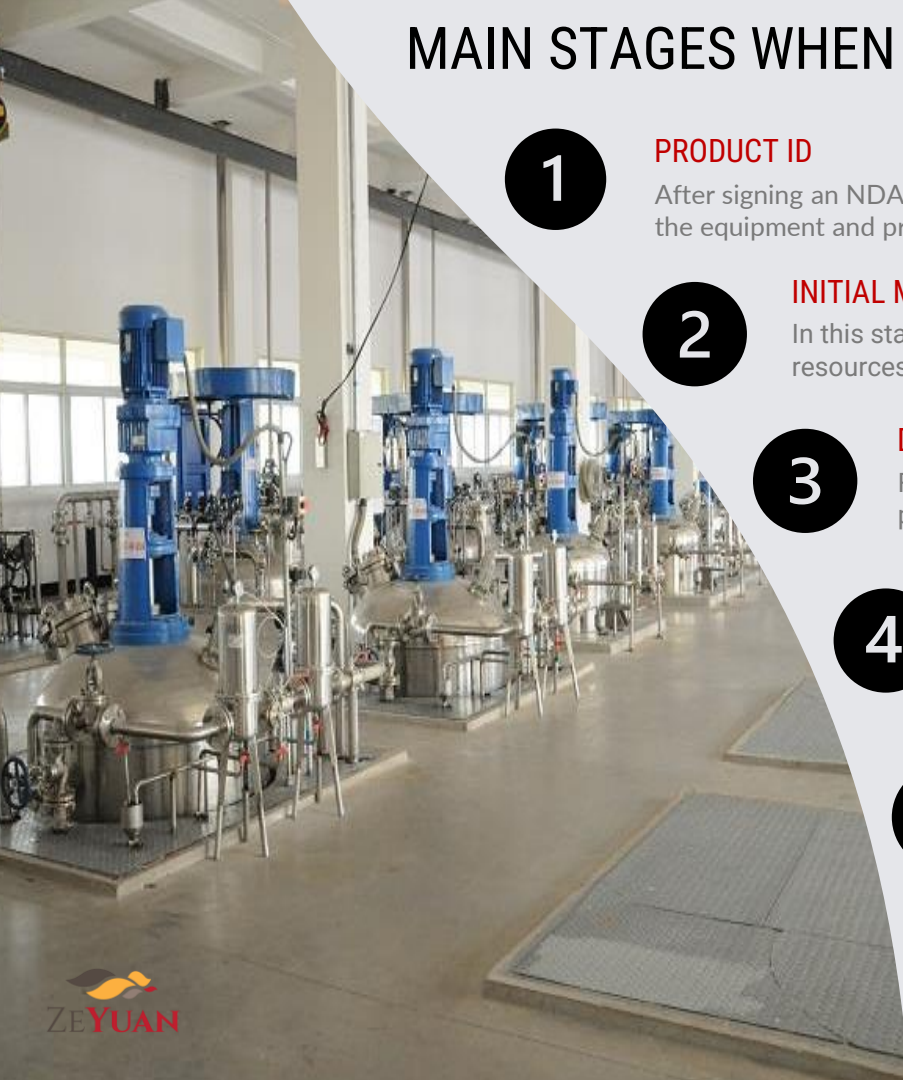
## FINAL FIT

After several trial runs, we can finalize the equipment and process according to your requirements; we then finalize the commercial agreement for serial production

6

## SERIAL PRODUCTION

We continue following the project, including QA, shipments monitoring, and representing your company in the OEM facility



# OUR BUSINESS MODEL

## Different Focus For Each Project

Our customers are different from each other almost in every aspect, even in the same business segment; the difference can be personal, financial, strategic or simply because of a different business focus. We customize our services for each customer according to its requirements, budget and business targets.

Despite the differences, our working methods and project management principles are kept diligently; we manage our projects by using modern cloud-based tools, with full transparency for each task and stage.

We provide 3 main types of services:

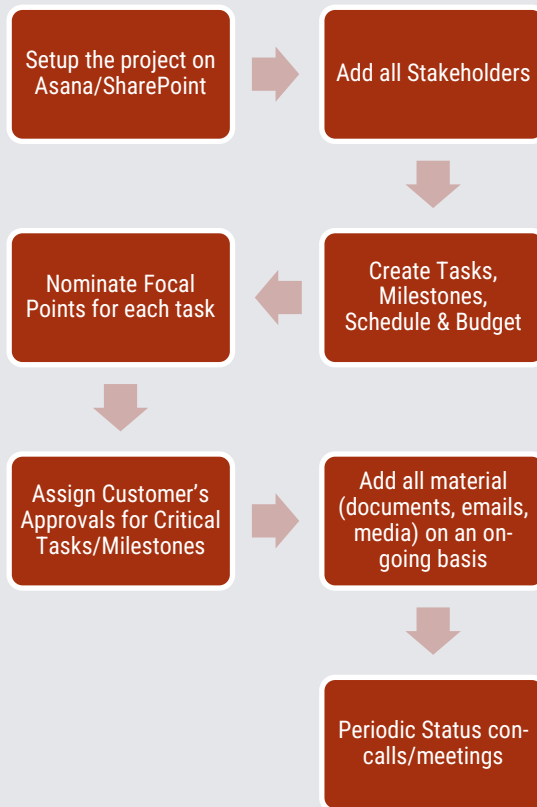
1. Assisting a company that wishes to introduce its products to China and Asia and establishing the business in this area
2. Assisting a company that is already working in China and Asia and wishes to improve its performance, processes and human assets
3. Identifying and establishing production and supply chain solutions for a company that wishes to source raw materials and/or finished goods from China



# HOW DO WE RUN OUR PROJECTS?

We are executing projects with our customers by using the latest tools on the cloud; we achieve full transparency with our customers regarding the targets, milestones, timeline and budget.

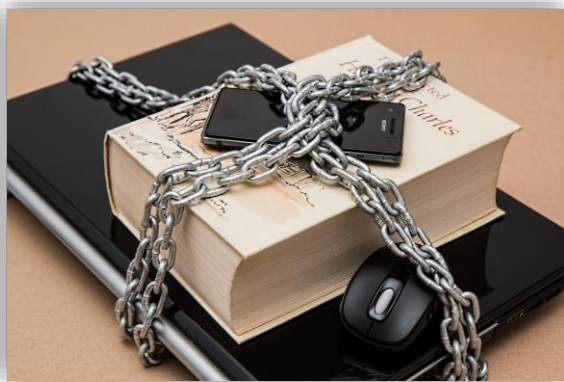
The customer has full visibility and control during each step of the project fulfillment.





# PROTECTING IP & COPYRIGHTS

EXAMPLES OF MEASURES  
IMPLEMENTED IN FERMENTATION  
CDMO'S



**Company Culture**



*It is part of Large CDMO's company culture to protect their customers' IP and Trade Secrets; usually there are dozens of internal procedures in place*



**Dedicated Team**



*The CDMO nominates a dedicated OEM team that can individually sign an NDA with the Customer*



**Confidential Customer ID**



*Only the OEM team knows the customers' ID's; all the other functions are familiar only with an ID number*



**Regular NDA Training**



*Each CDMO's employee needs to participate in an NDA training on a regular basis*



**Restricted Areas**



*The Customers' strains and material are kept in restricted areas; guests and unauthorized personnel are not allowed to enter the restricted areas and active production lines*

# OUR MANAGEMENT TEAM



**EVA DENG**  
Founder



**UDI BARAN**  
CEO



**ERAN DUBOVI**  
Director

# UDI BARAN 巴无敌

## PROFILE

25 years of business experience in China and Asia-Pacific, heading executive positions in Chinese Affiliates of Global Fortune-500 Companies.

Working and living in China since 2007.



### GENERAL MANAGER

#### CHS NINGBO PROTEIN FOODS, LTD.

The most significant achievements were:

1. Upgrade the factory to an FDA, World-Class standards across the board – safety, food safety, procedures, best practices, HR and more
2. Gaining market share in new segments – Vegetarian snacks, nutritional food and others – and in new territories - in China, Korea, Indonesia, Vietnam and Thailand



### CEO

#### SHANGHAI SIEMENS BUSINESS COMMUNICATION SYSTEMS LTD.

The most significant achievements were:

1. Restructuring and downsizing the company in China while changing the business model from direct sales to indirect sale in order to turn the company from loss to profit in less than a year
2. Increasing the market share across the board in all the main target segments: banks, hotels, airlines, metro lines, car manufacturers and more



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