



Information on Official Website Development

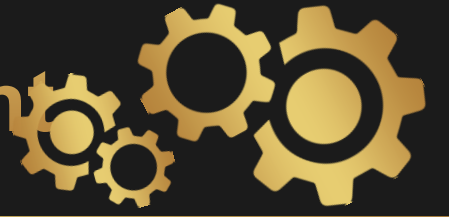
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Shenzhen Hyun Young international Transportation Co.,Ltd



Significance of Official Website Development



1. Role of gateway

2. Operation status of official website offers a first-hand experience of effectiveness of the organization

3. Platform for business communication between members

4. Indispensable hub for close connection between members

5. Important link to showcase value of being a member

6. One important approach to brand promotion

7. Relevant low cost

8. Wide coverage



Official Website Development Plan



User identification



手机端

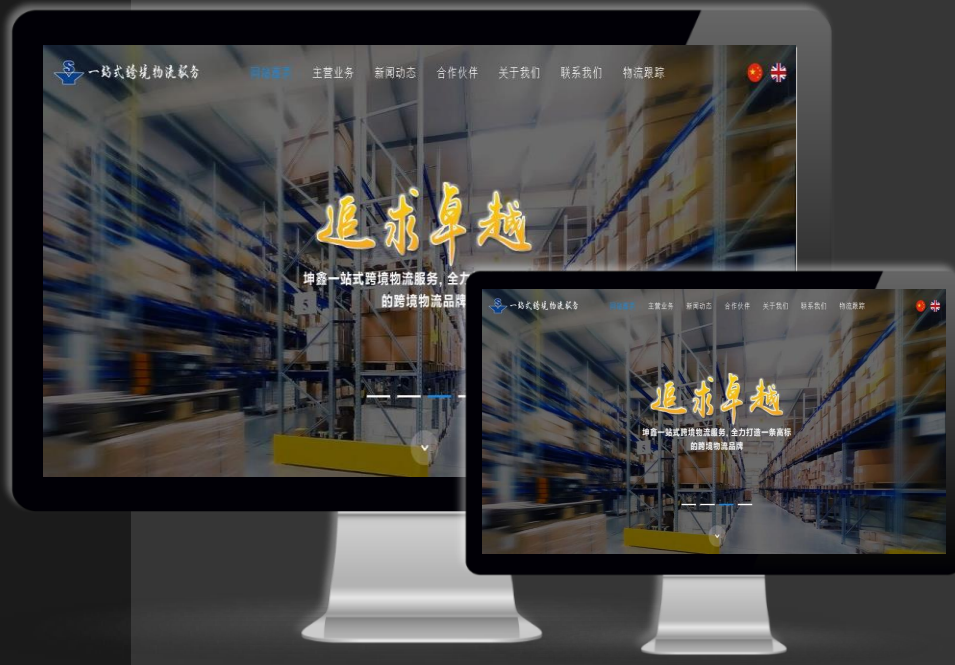
- 1 Ideal for mobile working people
- 2 Reader-friendly
- 3 Befitting prevailing work models
- 4 Wider coverage
- 5 Easy to share via such public communication channels as WeChat Moment and Weibo



Official Website Development Plan



User identification



PC端

- 1 Easy for office people to search
- 2 More thorough display and richer content
- 3 Traditional model



Official Website Development Plan



◆ Domain name and server stability

Server based in Hong Kong enables better stability and convenience for website visits

◆ Display in multiple languages

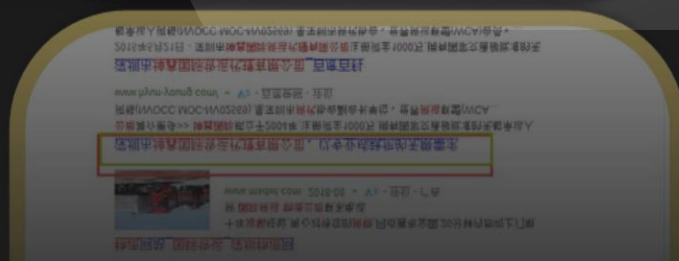
Principally displayed in Chinese, English and Russian

◆ Effective keywords setting

◆ Enhanced exposure of associated search results

E.g. information on the organization will be displayed when keywords such as Central Asia and the Belt and Road Initiative are searched

◆ Showcase CFCFA achievements





Official Website Development Plan



◆Content editing and update frequency, maximized value display (timely information iteration and information collecting and editing as priorities) (E.g. key policies, incentivized development priorities, and resources in different countries)

◆Display information on strengths of member firms

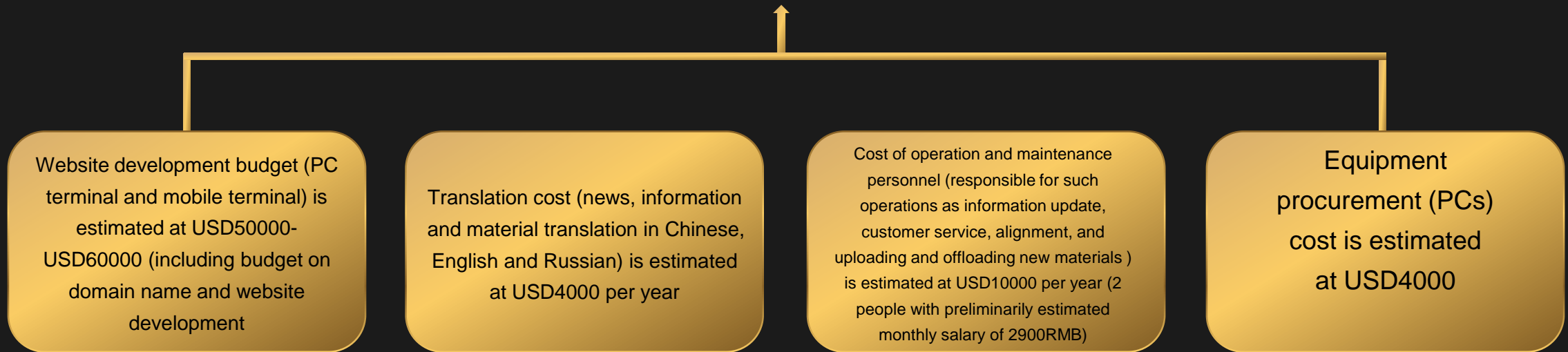
E.g. Existing CFCFA member firms can benefit from the display of information on their scope of services and uniqueness.



Website Budget



Total cost estimated at 78000USD



Current website budgetary plan/Fundraising channels

1. Our department offers office space (rental payment included)
2. Our department sends part of the operation personnel (wage and salary payment included)
3. If the total budget exceeds USD78000, our department offers to contribute 60% of the total cost to facilitate CFCFA official website promotion.
4. The remaining 40% (USD31200) may be raised under the auspices of ADB, CAREC and other members.



Official Website Development: Results



A well-developed official website can effectively facilitate online communication and promote offline brainstorming sessions.

alleviate the feeling of strangeness between members

speed up member recruitment

Further understanding between members

Present business opportunities (E.g. services needed by members may be uploaded on the website to attract other potential members for business cooperation)



Links To Be Improved

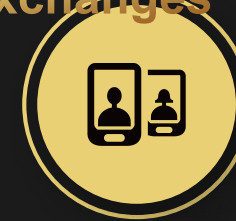


Adequate resource utilization



Enhanced connectivity

Close people-to-people and economic links and exchanges



CFCFA has a proven track record, as endorsed by members and non-members alike.



Existing organization lacks communication. Members rarely communicate or share resources.



Organizational Development of CFCFA



1. CFCFA Journal

(with detailed information on the list of members; contact points may subscribe on a regular basis, e.g. semiannual issues)

Contents may include CFCFA overview, introduction to members, detailed information on some members representative of a larger business community (this part may serve as advertising space for proceeds when conditions are ripe) , and development of a sense of belonging

2. Events (online and offline)

Step 1: mutual visits between members in the same country for innovation brainstorming

Step 2: stepping up online exchanges between members, e.g. online meetings

Step 3: overseas visits

3. Awarding member countries certificates , enhancing the sense of mission and identity

◆ Membership drive

E.g. Shenzhen Hyun Young International Transportation Co., Ltd. is able to introduce 40 competent enterprises in the same industry to join the organization.

◆ Enhanced communication between members (increased mutual understanding between members via the official website platform)

◆ Organizing mutual visits between enterprises, establishing secretariat

Push for, carry out and facilitate mutual exchanges between members in the same country for enhanced cooperation and connectedness



CFCFA Connecting the World

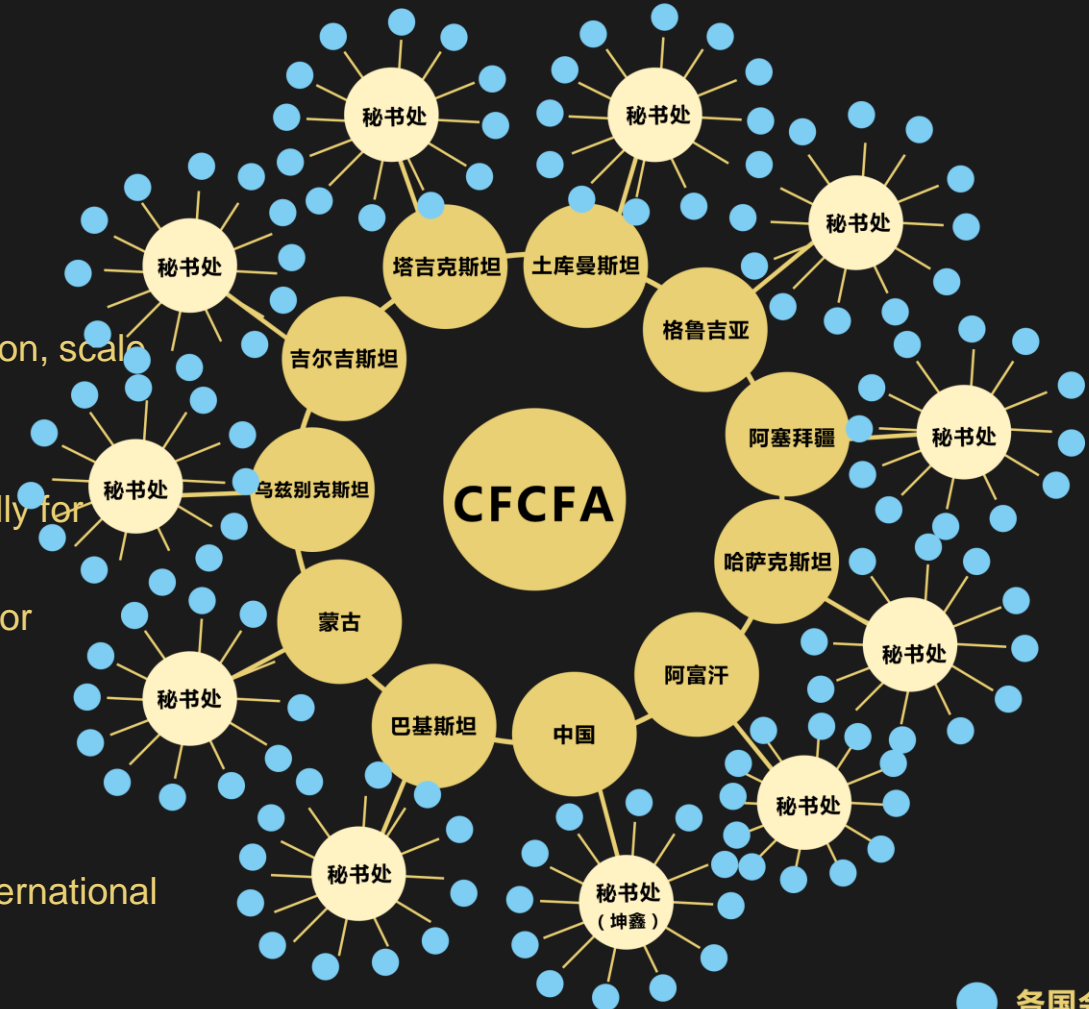


◆ Standard compliance

1. Membership criteria (E.g. businesses with over 5 years of operation, scale and registered capital)
2. Charter of the association
3. Meeting arrangements (biannually for the secretariats and annually for members)
4. Suggestions on standards may be submitted to each secretariat for integration

◆ Development blueprint

1. Chalking out blueprint
- Going global and building an alliance between CFCFA and other international organizations for win-win cooperation



● 各国会员



CFCFA Connecting the World



2. Establishing secretariats in member countries

✓ Secretariat duties and responsibilities

Shenzhen Hyun Young International Transportation Co., Ltd.. if becoming secretariat in China, will:

1. Recruit members (it is able to introduce at least 40 enterprises into the organization annually)
2. Assist other secretariats in review of qualifications
3. Align businesses between Chinese members and between the secretariats
4. Update work progress and explore development opportunities in the host city and country
5. Promote investment and economic exchanges and cooperation at home and abroad
6. Enable each secretariat to have access to online contact point for queries on the official website (display and reserve email information of contact point of each secretariat)
7. Implement the meeting system (biannually for secretariats and annually for members)

Duties and responsibilities of each secretariat are subject to local conditions.



Organizational Development of CFCFA

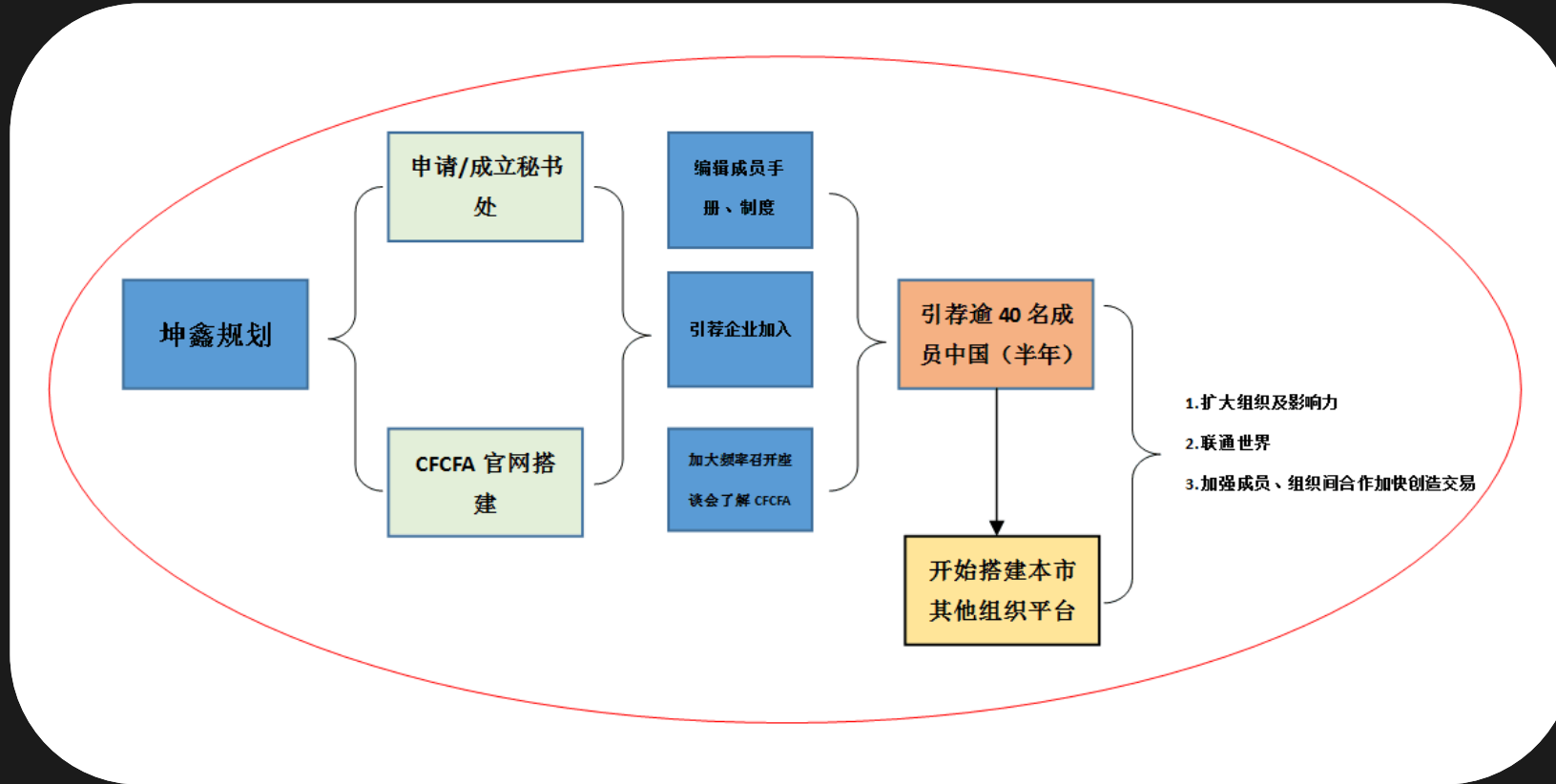


4. Shenzhen Hyun Young International Transportation Co., Ltd. Is able to:

- delegate a professional team for maintaining and updating information on the official website
- display the official website in Chinese, English and Russian
- offer office space for secretariat (Shenzhen, the frontier city)
- have a bigger say and impact for being a leading enterprise in the industry
- leverage its capacity as Vice president unit of Shenzhen International Freight Forwarders Association to contribute to the development and progress of CFCFA



Organizational Development of CFCFA



5. Plan of Shenzhen Hyun Young International Transportation Co., Ltd.



International Organizations: Case Sharing



WIFFA/CIFFA/WCA/FUDAHUI

- offer members guarantees to mitigate risks
- undertake payment collection and freight forwarding
- establish secretariats in member countries
- organize exchanges and meetings annually
- offer diversified and valuable services
- web link : http://www.wcaworld.com/?_t=5b7bed4c



The END
THANK YOU