

GXS: Your Trusted Partner in Greater China

Launch or Expand Your China Market Presence with Confidence

With its explosive economic growth, access to resources, and low-cost labor, China is being targeted by multi-national corporations as both a manufacturing base and growth market. China's accession into the World Trade Organization will increase global trade and foreign direct investment. However, the evolution from a centrally planned economy to the new open trade model will take years to complete.

To succeed in this complex market environment, you need a comprehensive understanding of China's unique dynamics combined with an established presence. GXS has experience, local and global resources, and industry-specific knowledge—making it the trusted supply chain partner in Greater China for multi-national corporations.

Experience in China

GXS has over ten years experience serving the Greater China market.

GXS has over 1,000 trading partners in Greater China, including many of the largest, most technologically advanced Chinese enterprises. GXS customers include “top ten” firms from the automotive, telecommunications, paper, steel and logistics sectors. New customers quickly benefit from the expertise and “best practices” we have established while implementing B2B e-commerce programs for these industry leaders.

GXS has a long history of leadership and participation in the local standards community. In addition, GXS operates or maintains relationships with many of the key e-commerce exchanges in the automotive, electronics, logistics and retail sectors. GXS has relationships with government agencies—such as the Ministry of Information Industries (MII)—through our partnerships with China ECNet and China Entercom. These long-standing relationships help us expedite growth and adoption of our customers' B2B programs.

Resources in China

GXS Asia-Pacific headquarters is located in Hong Kong. Greater China headquarters is located in Shanghai. GXS personnel and distribution partners provide local sales and consulting support throughout the region, including Taiwan. GXS has experienced technical consultants, implementation managers and customer support specialists located throughout Greater China. The average tenure of our China staff is more than five years. All of our technical support personnel and consultants have local language and cultural skills.



GXS IN CHINA

Customers

- Asia Pulp and Paper
- Bsteel (subsidiary of Bao Steel)
- China Ocean Shipping Group Company (COSCO)
- Overseas Orient Container Lines (OOCL)
- Sai Cheng International
- Sinotrans Limited

Support

- Hong Kong's state-of-the-art Cyberport
- 24x7 call center
- Support available in English, Cantonese and Mandarin languages

Partners, Standards and Government Relationships

- China ECNet
- China Entercom
- GS1 Hong Kong
- GS1 Taiwan

The hub of GXS's technology infrastructure for the Asia-Pacific region is a state-of-the-art data center located in Hong Kong's Cyberport complex. The GXS Cyberport data center features multi-tiered physical security including biometric and hand geometry authentication to secure clients' critical business data. To ensure 24x7 up-time in the event of a commercial disruption, uninterruptible power systems provide continuous power cycling to the data center. Diesel generators provide a sustained power source in the unlikely event of a long term power outage. With two DS3 ATM connections providing 54Mbps connectivity to the Internet, the circuits are operated by two separate carriers with divergent physical paths.

Industry Expertise

GXS has a rich history of supporting the B2B e-commerce needs of organizations throughout Greater China. This expertise is particularly strong in the logistics, high-tech, retail, consumer products and automotive market sectors. Through this experience, the company has developed knowledge specific both to Greater China and the industry in the region.

Logistics Sector

Greater China presents a unique set of challenges for materials management and logistics. China's transportation infrastructure is still developing relative to the rapidly growing demand. Management of domestic trade is de-centralized and run by provincial governments—each with its own rules and documentation requirements. The bureaucracy can delay movement of product for weeks. In addition, there are in-transit challenges such as thefts and freight damage that occur at higher rates in developing markets. When combined with a highly fragmented transportation and logistics market—over 18,000 providers in Greater China alone—these challenges pose significant risk of supply chain interruption through delay, damage, loss or materiel shortages.

To help companies minimize logistics issues and navigate the complex landscape, GXS has established relationships with regional third-party logistics providers, including Sai Cheng International Co. Ltd. ("Sai Cheng"), China Ocean Shipping (Group) Company ("COSCO"), Orient Overseas Container Line ("OOCL") and Sinotrans Limited ("Sinotrans"). These Chinese logistics providers leverage GXS services to expedite the flow of information between their enterprise systems and their business customers.

Leading International Logistics Provider: GXS in Action

This leading provider of logistics services in China has core services that include freight forwarding, express shipping and shipping agency services, as well as storage and terminal services, trucking and marine transportation.

While in the process of launching its new Marine Transportation Project, the logistics provider chose GXS as its global B2B solutions partner and GXS Enterprise Gateway as its integration broker software. GXS Enterprise Gateway provides the logistics provider with a single B2B integration platform for centralizing, monitoring and optimizing real-time supply chain data and processes—reducing overhead business costs and increasing transportation accuracy.

"In just a short period of time, GXS Enterprise Gateway has enabled us to better control interactions with our trading partners and to reduce overhead costs for our Marine Transportation Project. Efficiency is an essential component to the success of any business and GXS Enterprise Gateway is now a key contributor to Sinotrans' continued success in China and throughout the world."

—MR. LIU MING SHENG,
CHIEF TECHNOLOGY OFFICER,
SINOTRANS

High-Tech Sector

China is now one of the leading regions for high-tech design, development and production. Its low cost labor base has enabled China to become the world's third-largest high-tech manufacturing center. As a result, integration with this high-tech value chain is a priority to manufacturers that are sourcing, selling or both in Greater China.

GXS can enable businesses to quickly integrate with their trading partners in the China's electronics community. GXS has a partnership with China ECNet, a joint venture between Avnet (a leading electronics distributor) and the Chinese Ministry of Information Industries (MII). Together GXS and China ECNet have developed the China e-Hub exchange. China e-Hub offers rapid enablement for high-tech value chain participants in the domestic market. China e-Hub services are available for many cross-enterprise business processes such as procurement, logistics and forecasting.

Leading Semiconductor Manufacturer: GXS in Action

A large US-based fabless manufacturer of semiconductors needed to automate its purchasing, receiving, invoicing and remittance functions with subcontractors and fabricators in Southeast Asia and China. GXS provided a low-maintenance, hosted electronic forecasting solution—enabling the company to achieve “build-to-forecast” by exchanging electronic commitments with its subcontractors. In addition, the GXS solution integrates with the manufacturer's SAP ERP and advanced planning and optimization module, maximizing the value of its IT investments. The manufacturer deployed GXS Community LinkSM, a global community enablement solution, to enable and tightly integrate its supply chain.

Retail and Consumer Products Experience

GXS has played an integral role in the development of many of the standards and e-commerce services used in China's retail sector today. As a result, GXS can integrate retailers and consumer products manufacturers to rapidly integrate with China's value chain.

GXS has a long-standing relationship with the GS1 Hong Kong. GS1 Hong Kong drives adoption of supply chain standards and e-commerce technologies including electronic data interchange (EDI), barcode labeling, data synchronization and RFID. In the 1990s, GXS partnered with GS1 Hong Kong to develop EZ*Trade—a network designed to accelerate the use of e-commerce in Hong Kong's retail and consumer products communities. Today, EZ*Trade is the primary e-commerce network in Hong Kong, processing 70 percent of the purchase orders in the local retail community.

GXS developed and manages a GS1 data pool for Hong Kong and the Pan Pearl River Delta Region. The GXS-based data pool enables retailers and suppliers to exchange product catalog information with trading partners around the world. Taiwan's standards organization, GS1 Taiwan, also selected GXS to develop and manage a data pool for its retail community. The GS1 data pool enables Taiwan's electronics and consumer goods community to share product catalog data with global buyers.

GXS AND CHINA ECNET

- China ECNet is a joint venture between the Ministry of Information Industries (MII) and the electronics distributor Avnet.
- GXS and China ECNet have partnered to develop China e-Hub, a B2B exchange for high tech and electronics distributors in China.

RETAIL & CPG LEADERSHIP IN CHINA

- GS1 Hong Kong EZ*Trade handles 70% of the purchasing transactions in Hong Kong's fast moving consumer goods sector
- GXS developed and manages data pools for both GS1 Hong Kong and GS1 Taiwan

Consumer Electronics Manufacturer: GXS in Action

A US-based appliance manufacturer needed more visibility into its contract manufacturing operations in China. To simplify its own role in managing multiple vendors, the manufacturer wanted to empower its suppliers with real-time tools for enablement, visibility and process integration. The company selected GXS to improve collaboration with EDI-enabled suppliers and to e-commerce enable suppliers that were not yet EDI-capable. With the solution in place, the manufacturer is now able to facilitate order collaboration, streamline invoicing and improve the shipping process.

Automotive Sector Experience

Through 2010, Greater China is expected to have the fastest growing automotive market in the world. As a result, many multi-national automotive OEMs and Tier 1 suppliers are investing heavily in the market. The success of automotive manufacturers in China will depend upon their ability to react quickly to changes in demand and to achieve superior operating efficiencies.

To help companies achieve the goal of real-time, accurate information, GXS has applied its worldwide automotive experience to help companies in Greater China. GXS clients include manufacturers from all tiers of the automotive value chain, including OEMs, suppliers, and providers of raw materials and logistics. GXS has experience with Chinese suppliers that produce and sell domestically, as well as companies that source goods to other regions.

Process Manufacturer: GXS in Action

GXS provides B2B e-commerce services to one of China's largest producers of steel and other raw materials for the Chinese automotive industry. With 20 different business units, this huge manufacturer needed e-business consistency and quality across operating units. To meet this requirement, the manufacturer licensed GXS Enterprise Gateway (integration broker technology) and brought in a GXS professional services team to customize, deploy and test the solution. GXS also provided training services to end-users and is currently integrating and enabling over 2,000 trading partners through the GXS Community LinkSM on-boarding service. Now a single, centralized technical support group using the GXS Enterprise Gateway provides IT support for all customer and supplier B2B functions.

Tier One Automotive Supplier: GXS in Action

One of the world's largest Tier 1 suppliers of electronics, transportation components and safety systems was challenged to support multiple e-commerce protocols—including EDI-FACT, VDA, ANSI EDI and XML. The company also needed to integrate SNF format data into its QAD ERP system. Based in Greater China and operating in 40 countries, the company sought a solution provider that could match its technical requirements and global presence. GXS proved to be the right match—with the strongest technical solutions, data center operations local to the supplier, multi-lingual technical support, and strong presence throughout Europe, North America and the Asia-Pacific region. By selecting GXS Enterprise Gateway, the Tier 1 supplier was able to outsource deployment and management to GXS, reducing time-to-market and implementation costs.

GXS WHITE PAPER NOW AVAILABLE!

B2B e-Commerce Strategies for the Chinese Automotive Market: A Guide for European and North American Manufacturers

To download, visit www.gxs.com/china.htm.

Partner with GXS

GXS is the partner-of-choice for many organizations when they are ready to enter or expand into Greater China. In addition to our established presence, staff and IT resources, and industry-specific experience, GXS offers a full suite of B2B e-commerce solutions in China. Our solutions include our integration broker, Enterprise Gateway; our transaction management services, Interchange Services; and trading partner on-boarding services, Community Link.

If your organization is ready to enter and succeed in this high-growth, low-cost market, contact GXS today.

About GXS

GXS is a leading provider of B2B e-commerce solutions that simplify and enhance business process integration and collaboration. Organizations worldwide, including 75 percent of the Fortune 500, leverage GXS' GS1 certified global interoperability and supply chain execution solutions. Active in the global standards arena, GXS offers solutions, powered by the Trading GridSM, that enable customers both large and small, to connect with global partners, synchronize product information and optimize the execution of supply chains.

Headquartered in Gaithersburg, MD., GXS provides sales and support to businesses and their partners worldwide. For more information about GXS visit www.gxs.com.

“If you want to provide a long term and comprehensive service to your customers, then you must select a partner that also exhibits these strengths. GXS is a solid company, it has a strong customer base and it has been in the market for a long time. That’s why we partnered with GXS.”

— MS. FENG WEI WEI,
DEPUTY GENERAL MANAGER,
SINTORANS

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