



**政务和公益机构域名注册管理中心**  
 China Organizational Name Administration Center



**CASE STUDY: CONAC-SCOPSR COMMERCIAL SUPPORT**

China's State Council Office for Public Sector Reform's CONAC (China Organizational Names Administration Centre) relied heavily on Allegravita to develop and execute a landmark deal in which 20,000 Chinese-script domain names of strategic importance were reserved for Chinese government use.

Business development, international relations, commercial deal support, advanced language analysis, public relations

China's State Council, the national government's paramount governing body, utilizes the State Council Office for Public Sector Reform (SCOPSR) to manage all payments flowing down to all sections of China's bureaucracy. A key unit of SCOPSR is the China Organizational Names Administration Centre (CONAC), which is responsible for managing thenaming all key infrastructure in China.

A Finnish company had won the rights to two new Chinese-script top-level internet domains which, in English, mean "online" and "chinese-website". In 2014, it was very important to China's government to ensure that the domain names for all key geographical entities were controlled by CONAC, however no law existed for the government to have the rights to these key domains.

**OUR PLAN:**

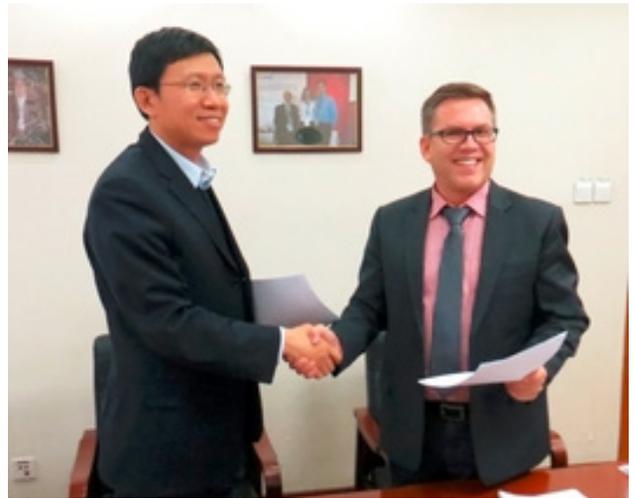
Allegravita played the central role to help CONAC to identify the 10,000 most strategically important geographical names. The domains include the names of every city in China with populations of over 200,000 people, all 3,000 counties, all provinces, all municipalities, all Special Administrative Regions, and a number of key locations such as mountains, and combinations of industries+geography. This research and development project required approximately two months of careful work by our expert team.

**IMPLEMENTATION:**

Following identification of the names, Allegravita led the negotiation for acquisition of the domains. This project, led by Allegravita China director Raymond Li and CEO Simon Cousins, required many late nights in detailed discussions between CONAC and the Finnish company. A very satisfactory outcome was achieved, with China's government making the acquisition at a deeply discounted cost, with very favourable commercial terms.

**RESULTS:**

Through years of our founding partners' ties to Chinese government, Allegravita has developed and fostered powerful and strategic partnerships.



**Domain Name Wire** | **FEATURED DOMAINS** | **VIP**

**Top Stories**

01. Email analytics firm 250k scores \$2.6 million Series A  
POSTED UNDER Services
02. Co-founder predicts healthy results for .Health domain name  
POSTED UNDER Uncategorized
03. 10 Notable NameJet Sales from September: GigaFactory.com, Everex.com and more  
POSTED UNDER Domain Sales

**Chinese government buys 20,000 new IDN domain names**  
 BY ANDREW ALLEMANN — MARCH 19, 2014 | DOMAIN SALES | 2 COMMENTS

TLD Registry inks deal with Chinese government for over 10,000 domains in each of its new TLDs.

TLD Registry Ltd, which is launching the new top level domain names Dot Chinese Online (.在线) and Dot Chinese Website (.中文网), has inked a deal with the Chinese central government's own registrar for 10,226 domain names in each of the new internationalized TLDs.

The domains include the names of every city in China with populations of over 200,000

**SAVE 10% OFF OF ALL** | **Payoneer** | **BUILDING ON TRUST:**

*Pictured: Director Li Qingfeng, The Service Development Center of SCOPSR (China's own registrar) and Arto ISOKOSKI, CEO, TLD Registry Ltd.*