



ALLEGRAVITA

北京乐微塔营销咨询有限公司

**PR & STRATEGIC COMMUNICATIONS
FOR CHINA AND THE WORLD**

公关传媒 · 专注中国 · 服务世界

Name: _____



Allegravita is an award-winning, multi-disciplinary public relations and strategic communications agency focused on supporting international clients in the China region and taking Chinese clients to the world.



We were voted China's most entrepreneurial company by the Australian Chambers of Commerce in China in 2008.

ABOUT ALLEGRAVITA

Allegravita is a boutique global agency with personnel and offices in Beijing, Guangzhou, Kunming, Hong Kong, New York City and San Francisco. Since 2003 we have provided high-quality PR, marketing and corporate advisory services with a special focus on achieving excellent results for international clients in the China region and in Chinese speaking markets worldwide, and international results for our Chinese clients.

We incorporate expert public relations abilities with a firm grasp of contemporary China-region marketplaces to help our clients communicate effectively, generate leads, reduce the length of sales cycles, develop and maintain excellent reputations, and to manage crises, if they should occur. Our corporate services division supports clients to incorporate companies in China and to efficiently comply with Chinese law. For our Chinese startup clients, we provide targeted corporate services to streamline US regulatory and immigration compliance.



CHINA

A PORTFOLIO OF SERVICES TO HELP YOU SUCCEED IN CHINA

Public Relations for proactive and reactive messaging.

Marketing and Communications Collateral to present your messages with excellent credibility.

Media Relations & Media Training to insert your messages into Chinese and international media in the most compelling way possible.

Corporate Identity localization to communicate your brand values and benefits to Chinese markets, and for Chinese clients, to international investors and influencers.

Event Design to deliver compelling experiences to your markets.

Digital Marketing and Communications including Chinese and western social media, content marketing and SEM.

Market Intelligence research, reporting and analysis to support your strategic planning.

Corporate Services to support your Chinese incorporations and regulatory compliance, and for our Chinese clients, streamlined operations and HR solutions.

BORN IN CHINA, EFFECTIVE WORLDWIDE

Although our focus is on the China region, our services are very effective in markets worldwide, with proven outcomes. Allegravita works within a highly-accountable and disciplined Western management style, executing the highest quality of work for our clients, which we deliver with agility, flexibility, creativity and cultural savvy.

Allegravita is an ethnically diverse, multi-cultural team of professionals of different cultural heritages. What we share in common is our passion for China and Chinese business, and our relentless pursuit of maximal ROI for our clients. Our team's diverse backgrounds in multiple sectors deliver superior analytical outcomes.



THE WORLD



A section of the Great Wall in Hebei Province which rarely sees tourists. Allegravita has brought clients and partners to this very section for team-building for over 16 years.

ACHIEVING HARMONY

“ The ancient Chinese doctrine of “天人合一” (tian ren he yi, “humans being one with the universe”) encompasses the fundamental principles of society, humanity and nature in Chinese culture.

The word “Allegravita” is Latin for “a joyful, happy way of life”, which is the fundamental purpose of living a life according to ancient Chinese Buddhist belief. Respect and good reputation is at the center of commercial success in China.

天人合一

Allegravita provides services which are culturally informed and focused on supporting our clients to present their brands, businesses, products and services as being highly desirable amongst target market segments and demographics.

Both our clients and their customers and consumers enjoy positive outcomes.

Allegravita’s corporate colors represent the green earth and the blue water, paying respect to the ancient Chinese wisdom of (feng shui, or, “earth and water”).

We seek always to find harmonious and prosperous go-to-market strategies for our clients, and we invite you to learn more about our services in the pages which follow. ”



Simon Cousins 夏明

CEO & Founder 创办人

Allegravita (USA) LLC &

Beijing Allegravita Marketing Co. Ltd.

北京乐微塔营销咨询有限公司

MEDIA RELATIONS AND MEDIA TRAINING

A key element of public relations in all parts of the world is media relations. In China, media relations occupies more than half of the effort we exert across all of our aggregated PR work.

The Chinese media represents both great risk and great opportunity. With deft strategic planning — made possible by deep understanding of the Chinese state-run media sector's daily imperatives, long and strong relationships with hundreds of key media editors and senior journalists, and 360° grasp of the client's objectives — Allegravita

clients enjoy exceptionally positive and targeted media coverage through the China region.

EXPERT CHINESE MEDIA TRAINING

Allegravita also provides short-form and longer-form media training services, delivered with our proprietary curriculum, to help client spokespeople become effective communicators in the tricky China media landscape, and for Chinese executives and founders to communicate persuasively in international markets.



Our corporate identity practice has created many dozens of compelling brands over our more than a decade of work.



Our corporate identity work results in highly persuasive and conceptually sound brands that accurately communicate to Chinese markets and audiences.

CORPORATE IDENTITY

CONCEPTUALISATION, LOCALIZATION, EXECUTION, EXTENSION

A company's corporate identity is their face in the marketplace. Corporate identities are the most powerful single element to set positive first impressions.

Corporate identities — landmarks, visual elements and boilerplate copy — which work well in Western countries can have dramatically opposite effects in China, if not properly analyzed and localized where necessary. The vice versa is also true: Chinese brands rarely communicate and sell effectively in international markets without expert naming and branding support.

Allegravita's corporate identity work exemplifies a conceptually sound approach to visual communications. The hundreds of corporate identities we have designed and localized for China and the world have helped our clients to more accurately position their products and services in the marketplace, reducing their communications effort and cost and giving a sense of pride to their employees, partners and stakeholders.



Our multi-disciplinary approach allows us to bring our brands to life.

英文键 KISS
盘时代 YOUR
的终结 ASCII
的终结 GOODBYE

他不是用迷你键盘打字。 He's not using a tiny keyboard.
他在用手写键盘输入中文。 He's writing Chinese with his fingertip.
全球人口中有23%是华裔... 23% of humanity is Chinese...

域通联达
TLDRREGISTRY



Register your fully Chinese domains at:
www.internetregistry.info

Allegravita is enormously proud of our team's comprehensive work for Dot Chinese Online and Dot Chinese Website.



EVENT DESIGN

Staging and hosting events is a key element of a sound PR or strategic communications campaign. Allegravita is skilled at the conceptual design and execution of events that enhance our clients' messages.

Events range from intimate luncheons and mid-sized banquets through to multi-thousand attendee seminars and symposia. The key objective is that your audience's experience is on-brand and leaves a lasting, positive impression. We often remind our clients that in China, an event is more like the first step rather than the last step in the communications program.



DIGITAL MARKETING AND COMMUNICATIONS

It goes without saying that online and digital communications are a key element in any strategic communications plan.

The Chinese internet is unlike any other. Consumers view the Chinese web as a place that they can feel freer and more empowered than in most other social situations. Sophisticated marketing and communications can be delivered to targeted audiences via online communities.

Allegravita is skilled at conceptualising and producing websites and microsites, electronic direct marketing (EDM), social media campaigns in diverse Chinese online communities, and custom software and database applications.



EXECUTIVE SUMMARY

China's increasing reliance on foreign registrars for top-level domains (TLDs) has become a major concern for the central government. In a move to recoup control, the Ministry of Industry and Information Technology (MIIT) has issued a series of measures to strengthen oversight and compliance. This includes requiring registrars to provide more detailed information about registrants and to implement stricter verification processes. The central government is also pushing for greater transparency in the domain registration process and is working to reduce its dependence on foreign entities.

Foreign registrars must improve compliance efforts to ensure China market success. Registrars are being asked to provide more detailed information about registrants, including their identity and contact details. This is part of a broader effort to increase transparency and accountability in the domain registration process. Registrars are also being encouraged to implement stricter verification processes to ensure that registrants are legitimate and that the information provided is accurate.

MIIT is also working to reduce its dependence on foreign registrars by promoting the use of domestic registrars. This is part of a broader effort to support the development of the domestic domain market and to reduce the risk of data leakage and control. MIIT is also working to improve the efficiency and reliability of the domain registration process and is exploring new technologies and solutions to meet the growing demand for domain names.

“要堅持老虎蒼蠅一起打” Anti-Corruption Campaign (反腐). Led by Secretary Wang Qishan. A policy with the least precedent in Party history.

Tigers taken down:

- 周永康 - Zhou Yongkang** - retired senior leader of the Communist Party of China
- 薄熙來 - Bo Xilai** - 2007 and 2012, he served as a member of the Central Politburo and the secretary of the Communist Party's Chongqing branch.
- 令計劃 - Ling Jihua** - a principal political adviser of Hu Jintao.
- 徐才厚 - Xu Caihou** (former member of the Politburo of the Communist Party of China, Vice Chairman of the Central Military Commission and General of the Chinese People's Liberation Army)

The campaign is improving President Xi's reputation but also producing controversy. Some say he selectively punishes his enemies, raising old questions of favoritism.

MARKET INTELLIGENCE

Regardless of two decades of “reform and opening-up”, China remains a “black box” in all but a few industry sectors. As the Chinese government controls practically all statistics on the economy and consumer behaviour, useful data is difficult to find, let alone rely upon.

Allegravita's market intelligence unit also produces regular explainers, infographics and Slideshares for general release.

Never underestimate the importance and power of accurate and independent market intelligence.

Before acting in China, Allegravita clients benefit from comprehensive market evaluations, which help to clarify exactly what parts of a commercial offering are attractive to what market segments, and why. Additionally, market intelligence guides the localization of our clients' brands, ensuring that they're as effective as possible in what is a very different marketplace mindset.

ALLEGRAVITA'S CHINESE TAKEOUT

WHAT DO YOU WANT TO KNOW?

- Political System:** One-party system with the Communist Party of China (CPC) at the center.
- Economic System:** Socialist market economy.
- Government Structure:** Central government, provinces, municipalities, and local governments.
- Key Festivals:** Spring Festival, Qingming, Mid-Autumn Festival, Dragon Boat Festival.
- Language:** Mandarin Chinese is the official language.
- Primary Foreign Language:** English.
- Religion:** No official state religion, but various religions are practiced.
- Demographics:** Large population, aging demographic.
- Economics:** Rapid growth, rising middle class.

Domain Name Registry Edition

This guide provides information on the domain name registration process in China, including the requirements for registrars and the steps involved in registering a domain.

Most common types of corporate vehicles:

- Joint Venture (JV):** A partnership between a foreign investor and a Chinese partner.
- Wholly-Foreign Owned Enterprise (WFOE):** A company wholly owned by foreign investors.
- Representative Office (RO):** A non-profit entity that allows foreign companies to conduct business in China.

BRIEFING PAPER

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CYBERSECURITY POLICY 网络安全政策

- Key before the Two Meetings (两会).
- RFC Spokesperson 傅莹 (Fu Ying) described the anti-terror policy as in "accordance with international practices".
- The draft suggests that foreign firms should:
 - Submit sensitive source code for inspection.
 - Use Beijing-approved encryption keys.
 - Store user data locally.
 - Meet user communication records.
- Indicating links with Anti-Terror policy and possibly the Edward Snowden revelations.
- Received stern response from Obama.
- Currently unclear whether it will be shelved or amended.

CHINESE CAMPAIGN 2017'S BACKGROUND ON CHINA'S STARTUP CULTURE

This document provides an overview of the startup ecosystem in China, including the role of government, venture capital, and the challenges faced by entrepreneurs.

CORPORATE SERVICES

Many Allegravita clients enjoy such success with their China market entry that they take the decision to incorporate in China or Hong Kong.

Allegravita's corporate services team has led dozens of successful incorporations of Hong Kong limited liability companies, Chinese registered offices, Chinese wholly-foreign owned enterprises (WFOEs) and even China-foreign joint venture enterprises.

Our corporate services have been trusted to establish companies and back-office operations by small exporters all the way up to publicly traded companies.

Allegravita's corporate services also provide full regulatory compliance services packages, corporate office searches and lease negotiations, IP protection strategies and tax planning.

Of special interest to our Chinese clients, we provide targeted services to support streamlined regulatory and HR compliance for startups establishing their businesses in the United States.

ALLEGRAVITA'S GUIDE TO INCORPORATING A CHINESE WFOE

DOMAIN NAME REGISTRY EDITION

The Allegravita team has been supporting tech sector clients in China for more than 12 years. Additionally, we have directly supported numerous TLDs and several non-registry domain enterprises to enter and prosper in the Chinese domain name market. A core competency of our full-service consultancy has been to support our clients to efficiently incorporate Chinese companies, and we have incorporated hundreds of Chinese WFOEs and ROs since 2003.

Many (if not all) of the sections below are presented in the most compressed summary form possible. A full consultation on establishing an appropriate corporate vehicle is beyond the scope of this short briefing, so please do not make any business decisions without speaking with our expert team about your specific situation and needs.

MOST COMMON TYPES OF CORPORATE VEHICLES:

JOINT VENTURE (JV)
A Joint Venture (JV) corporation is fairly easy to establish, but is reliant on a domestic Chinese partner, and carries with it restrictions on foreign partner autonomy.

For domain registries seeking to achieve MIT approval for their TLDs, the JV is an acceptable form of incorporation, however, new foreign registries wish to cede control and equity to a domestic Chinese partner.

REPRESENTATIVE OFFICE (RO)
A Representative Office (RO) is a corporate vehicle which is simple and quick to establish, but comes with significant restrictions. An RO cannot issue official invoices, receive payments, or directly hire staff. All hiring (and compliance) must be performed through government HR agencies which are expensive and inflexible. However, for some companies, an RO is a perfect means for their China needs.

For domain registries seeking to achieve MIT approval for their TLDs, the RO is not an acceptable form of incorporation.

WHOLLY-FOREIGN OWNED ENTERPRISE (WFOE)
Pronounced "woofy", the Wholly-Foreign Owned Enterprise (WFOE) is the corporate vehicle which delivers the most autonomy to the owner, giving foreign companies the greatest-possible control over their operations, management and human resources.

For domain registries seeking to achieve MIT approval for their TLDs, the WFOE is the best choice of incorporation.

STEPS TO SETTING UP A WFOE:

一 (#1)
DEFINE BUSINESS SCOPE AND TYPE OF WFOE
The business scope is important because it strictly regulates the business activities the WFOE is approved to engage in. The business scope should encompass current business activities and ideally be broad enough to allow flexibility; however, the government seeks to keep business scope narrowly-defined, so this step benefits from skilled advisors.

There are three types of WFOE, and your WFOE can only be one:

- **Service (for Consulting or Technology) WFOE.** The quickest to incorporate and for domain industry purposes, the most appropriate type of WFOE.
- **Trading WFOE.** The appropriate type for import and/or export activities.
- **Manufacturing WFOE.** The appropriate type for factory and/or plant-based businesses.

Allegravita has carefully crafted an acceptable Business Scope for a typical foreign domain name registry business. As such, this step requires little time; however, we find that our clients do need some days for their management team (and, sometimes, board of directors) to approve.

二 (#2)
NOTARIZATION AND AUTHENTICATION OF CORPORATE DOCUMENTS:
Any documentary proof of incorporation, leadership and financial soundness must be prepared and notarized. Any notary which is acceptable to the national law of the company's headquarters is permissible.

Notarized documentation is then certified by the home country's business approvals bureau, which typically takes five days. The documents are then authenticated (with originals present) by the designated Chinese Consulate in the company's domicile. The official posted time-frame for authentication is four days. Not all Chinese consulates and embassies carry state or national seals, so please be advised that courier and agent services may be required to complete this step at the appropriate consulate or embassy.

Then all notarized, certified, authenticated documents must be translated by a specialty translation service prior to submission to the appropriate Chinese government agencies in China. Allegravita is approved to perform these specialty translations.

With time required to assemble documents and use of courier services, this step can take up to two weeks.

三 (#3)
LEASE AN OFFICE
A WFOE must have a current legal lease on an office space and the lease forms a part of the documentary requirements for Chinese incorporation. A variety of lease options exist, and a skilled advisor such as Allegravita has low-cost, fully legal options available to clients.

If performing your own property search, expect four weeks; if using Allegravita's connections and services, expect a total time of two weeks to have the office leased and have all documentation ready to take into the next step.

四 (#4)
CHINESE COMPANY NAMING
Select three appropriate Chinese names for your WFOE. These are typically phonetic and descriptive of business purpose, and when prepared by Allegravita, are resonant with brand values and are persuasive within target markets. Restricted terms (and there are many in technology and domain name sectors) must not be used.

Expect one day to a week, depending on how quickly you decide to proceed with our recommendations.

五 (#5)
CHINESE NAME APPLICATION AND APPROVAL
Submit names to the Beijing Administration for Industry and Commerce (BAIC). BAIC will make the final determination of name suitability and will often reject the first or second name request.

If it goes well, one will be accepted by the Chinese authorities, if all are rejected, three more must be

Once treated as something akin to a non-litiff barrier, registered capital (foreign capital amounts unreservedly dictated by local bureaucrats and required by Chinese law to be deposited in a Chinese bank account) was for years a significant hurdle for many businesses.

Recent regulatory changes have enabled investors to determine their own registered capital amounts and to inject that registered capital according to their own plan in a timeframe over 25 years. However, once that plan is established and approved, it must be adhered to.

How much to invest? Registered capital is really your working capital. From this amount you will run your business in China, pay salaries if you hire staff, pay vendors, and fulfil your corporate compliance and tax responsibilities.

Registered capital amounts are public. Chinese consulates and investors will examine your certificate of registered capital to determine your trustworthiness.

For our domain registry clients, our typical recommendation is CN¥1,000,000 (approximately USD161,000), but only an initial USD10,000 to USD50,000 needs to be injected. After the initial capital injection, you have 25 years to deposit the balance of the registered capital.

Expect one day to two weeks, depending on how quickly you decide to proceed with our recommendations.

七 (#7)
ASSEMBLE DOCUMENTATION PACKET

1. **Articles of Association.** A complete and legally acceptable Chinese language Articles of Association must be prepared. This is typically preferred.
2. **Cashflow Report.** Allegravita has developed a range of operational strategies, which are excellent templates for a successful approval.
3. **Application Letter for Incorporation of a WFOE**
4. **Registration Application Form for Incorporation of a WFOE.**
5. **Feasibility Study Report.** The applicant must demonstrate that incorporation in China is justified, necessary and feasible.
6. **Letter of Commitment to Obey Chinese Laws.**
7. **Letters of Assignment to WFOE executive committee and board members.** If required.
8. **Contact Information Form for the WFOE's secretary.**

Typically, preparation of the various documentation will require a total of 10 working days.

八 (#8)
SUBMISSION TO BMCC
Submit the documentation packet to the Beijing Municipal Commission of Commerce (BMCC) for an Approval Certificate.

This process will take at least 22 working days.

九 (#9)
APPLY FOR BUSINESS LICENSE
Once the Approval Certificate is received, the applicant must apply online at the BAIC for the Business License (this application must be done quickly).

The Business License application approval usually requires 10 to 15 working days; however, the BAIC will often request clarification on additional information, so delays should be anticipated.

十 (#10)
ACT ON BUSINESS LICENSE TO FINALIZE INCORPORATION
Once the Business License is received, the WFOE will need to:

1. Apply for and produce official company seals (which are your signature in China). Seals will be required for most subsequent steps.
2. Register at the Beijing Municipal Administration of Quality and Technology Supervision.
3. Register at the Public Security Bureau (the police).
4. Register at Local and State Tax Bureau.
5. Register at the Beijing Administration of Foreign Exchange.
6. Open an approved local company bank account to receive registered capital (USD) and a Chinese Yuan (CNY) account. This must be performed in-person, in-branch, and bank and branch selection is strategically important.
7. Execute the initial capital injection from the parent company and report.
8. Receive Registered Capital Verification from an approved Chinese accounting firm.
9. Fund the CNY bank account and report.

These tasks will require around six to eight weeks, during which time the WFOE can be legally operated for most activities while the various registrations are completed.

ONGOING COMPLIANCE

Congratulations! You are the proud owner of a shiny new Wholly-Foreign Owned Enterprise! Now you must comply with Chinese law, which requires monthly reporting to various government bureaus, as well as annual reporting. Allegravita's China-based expert team is skilled at providing all (or some) ongoing compliance services.

A discussion of ongoing compliance needs will be addressed in a subsequent document.

Architecture & Civil Engineering

ARUP Engineering China
Asia Project Link
BVN Bligh Voller Neild
CCDI
Cox Group
Diane Bernstein Design
Dickson Rothschild
Design Landscapes
Hyder Consulting Hong Kong & China
Parsons Brinckerhoff
PTW Architects
UAI (United Architects International)
Woods Bagot

Arts & Entertainment

798 Art Zone Beijing
Art Plus LIC NYC
Beijing Playhouse
Carlo Aspri
Hayoon Jay Lee
LIC ARTS OPEN Festival NYC
Orestes Gonzalez
Reis Studios NYC

Automobile

Manheim China

Banking, Finance, & Insurance

ACComplish Accountancy
AIMS Home Loans
AON Asia
Association of BTA Bank and Astana Finance Kazakhstan (ABBA)
Australian Private Capital Investment Group
Bank of China
China UnionPay
GPR Asia
Harvest Capital Partners
Lowes Wealth Management
National Australia Bank
New Wave Capital
SAI Asia
UBS
Valet Tax Services
Zurich

Building Materials

Alcan Composites / Alucobond
Diamond Wood China
Knauf Plasterboard
Locker Group
Solahart

Clothing & Footwear

Högl Shoes
Juicy Couture
Real Australia Sheepskin Boots

R.M. Williams China
True Religion Jeans

Consumer Electronics

ADX Labs
ILIFE Robotics
Samsung

Construction

Bovis Lend Lease
Project and Development Services

Education

Admissionado
American Montessori Society
Australian International School of Beijing
British School of Beijing
China National Institute for Education Research (CNIER)
Dalton International
Eton Kids China
Kinstar International
Bilingual School Beijing
Need4Reading
Pan Pacific Training
Queens Paideia School NYC
Southbank Institute of Technology
Yew Chung Int'l School of Beijing (YCIS)

Energy

ING Power
North West Shelf Australian LNG

Event Management & Services

8+1 International
The Capital Group
Contemporary International
The Corporate Butterfly
David Atkins Enterprises
Eco Expo International
The Electric Canvas
FCT Flames
Looksport
Maxxam International
M-Tix
Planet Event Services
Sportaccord
Stadia China

FMCG

Mars China

Food & Beverage

Aurora Gourmet Produce
Dairy UK
Donuts to Go
Elders Fine Foods
China

Gatorade
Horman's Best Pickles
Milk Producers Organisation of South Africa (MPOSA)
Musashi Performance
Nutrition
New York Pickle Authority
OBE Organic Beef
OBE Organic
Ouzo of Plomari
Papa John's Pizza China
Sanyuan Dairy
Sydney Royal

Food Safety

Beijing Food Authority
NSW Food Authority
Safe Food NSW

Furniture & Fittings

Green Office Alliance
Haworth
Interface Flor
Owens Corning
Philips Lighting

Government

Abu Dhabi Tourism Authority
Australian Capital Territory Government
Australian Department of Foreign Affairs and Trade (DFAT)
Australian Department of Industry, Tourism and Resources
Australian International Sporting Events Secretariat (AISES)
Australian Trade Commission (Austrade)
Beijing Organising Committee for the Games of the XXIX Olympiad (BOCOG)
Beijing Food Authority
BTV Beijing Television
CCTV China Central Television
China Association of Sports Medicine
China National Institute for Education Research (CNIER)
Greek National Tourism Organisation
Greenwich London Council
Kunshan City Government Mayor's Office
Senator Kate Lundy
NSW Department of Industry & Investment
NSW Department of State

and Regional Development
NSW Food Authority
PRIMEX NSW
Safe Food NSW
Slovenian Tourism Board
Sydney Beijing Olympic Secretariat (SBOS)
Sydney Olympic Park Authority
Tieling City Government Mayor's Office
Tourism Austria

Healthcare

American Century Medical Group
China Association of Sports Medicine
Healthe

Hospitality

Cafe Europa Beijing
Capital Club Beijing
Langham Hotels International
Marriott China
The Royal Exchange of Sydney

Industrial & Scientific

Data Acquisition Networks
Global Bionic Optics (GBO)
InfinityOptix
Magnetic Automation
Warp Optics

Internet & Domain Names

.ART Registry
Aruba S.p.A.
Australian Internet Industry Association (IIA)
CentralNic
.BIZ Registry
.CEO Registry
.CLOUD Registry
.CLUB Domains
.CO Registry
DOMAINfest.Asia
The Domain Name Association (The DNA)
Dumpling Domains
EachNic
.FANS Registry
Famous Four Media
.GLOBAL Registry
GMO Internet Group
HostingCon China

ICANNWiki
ICM Registry
KNET
Kurt Pritz Consulting
.LA Registry
.Luxury
MMX (formerly known as
Minds + Machines)
NamesCon
Neustar
.NYC
Radix
Rightside
Sedo
.SHOP Registry
TLD Registry (Dot Chinese
Online & Dot Chinese
Website)
Top Level Design
UK Creative Concepts
ZDNS

Mining, Minerals & Resources

China Mining Expo
Shenhua Group
Sino Gold

Non-Governmental Organisations

Australian Chamber of
Commerce Beijing &
Shanghai
Canberra Business Council
China Exploration &
Research Society
Royal Agricultural Society of
NSW (Australia)

Petcare

APFE / Nature's Gift
Pedigree
Whiskas

Public Relations, Advertising and Marketing Services

Acquity Group
Blue Planet Public Relations
Chinese Languages
Management Group
Glue Singapore
LEWIS PR
Mindshare

Real Brand & Business
Rice Communications
The Campos Agency
Walker Sands

Publishing

The Australian
Beijing This Month
BREITTS Inc.
Business Beijing
China Connections
Construction Economy
Dymocks Booksellers
News Corporation
Sydney Morning Herald
Daily Telegraph
The Times of India

Real Estate

Almara Condominium
Beijing State-Owned Asset
Management Corporation
Best Chain Retail
Development and
Management
Fashion City Beijing
Development Corporation
Gateway Plaza Beijing
GTC Kardan
Jones Lang Lasalle China
Renovera
RREEF Deutsche Bank
Property Trust
Tsinghua Science Park

Retail

Global Mart
Quickprint Beijing

Recruitment

Bayside Group
HRD Consultants

Research Services

The Freedomia Group

Security

GT Alarm
Inocon Group
LAF Group
MicroLatch
SecureNet Monitoring
Security Expo China

Software

ADX Labs
Alelo
Conductiv Software
OnTheGo Systems / WPML
PeopleBrowsr
SmartTrans
Vinops

Sport

Anti-Wave
Athletics Australia
Australian International
Sporting Events Secretariat
(AISES)
Australian Olympic
Committee
Australian Weightlifting
Federation
Beijing Organising
Committee for the Games of
the XXIX Olympiad (BOCOG)
China Association of Sports
Medicine
Grand Slam International
Steve Hooker
Ian Thorpe
Ballong Lee
Melbourne International
Tennis School
Physics Skateboarding NYC
Rowing Australia
Speedo
Stadia China
Sydney Beijing Olympic
Secretariat (SBOS)
Sydney World Masters
Games Organising
Committee
Triathlon Australia

Telecommunications

Alcatel China
Cisco Systems China
Telstra
Warp Group

Television

BTV Beijing Television
CCTV China Central
Television

SBS (Special Broadcasting
Services) Australia
Seven Network Australia

Toys & Premiums

Creata

Tourism

Abu Dhabi Tourism
Authority
Greek National Tourism
Organisation
Helen Wong's Tours
Tourism Austria
Slovenian Tourism Board

Transportation

AUSTRICS
China Transportation
Development Corporation
(CTDC)
SmartTrans

Wine Producers and Marketing

Ascella Pure Wines
Audrey Wilkinson Vineyard
Belgravia Wines
Brokenwood Wines
Calais Estate Wines
Cameron Hughes Wines
Chalkers Crossing
Cranwick Wines
Cumulus Wines
Keith Tulloch Wine
Mayfield Vineyard
Mudgee Wines
Printhie Wines
Robert Stein Wines
Ross Hill Wines
Thistle Hill Vineyard
Union Bank Wine Bar &
Wine Store
Windowrie Wines

CLIENT LIST SECTOR LIST



ALLEGRAVITA

北京乐微塔营销咨询有限公司

PR & STRATEGIC COMMUNICATIONS
FOR CHINA AND THE WORLD

公关传媒 · 专注中国 · 服务世界

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