

## Forging Win-Win Partnerships & Creating a Shared Future



China-Singapore Nanning  
International Logistics Park



China-ASEAN Multimodal  
Transportation Alliance



China-ASEAN  
Mercantile Exchange

## China-ASEAN Mercantile Exchange

# 中国—东盟特色商品 汇聚中心

— English —



中国—东盟特色商品汇聚中心  
CHINA-ASEAN Mercantile Exchange



- Add: Singapore Representative Office, No.10 Zhujin Road ASEAN Business District, Nanning, China, 530022  
地址：中国广西南宁市朱槿路10号新加坡商务联络处
- Tel/电话：+86 771 5673399      ● Email/电子邮箱：info@csilp.com
- Fax/传真：+86 771 5508212      ● Website/网址：http://www.csilp.com



**We need to fully harness the role of the RCEP and begin work towards a new round of upgrades to the China-ASEAN Free Trade Area ahead, and enhance the level of trade and investment liberalization and facilitation. We need to expand cooperation in new areas such as the digital and green economy and build joint demonstration zones for innovative economic development.**

**——Xi Jinping**

President of the People's Republic of China  
Speech at the Special Summit to Commemorate The 30th Anniversary of China-ASEAN Dialogue Relations 22 November 2021

# Contents

## • Background

Good Timing Shapes the Project

## • Overview

Online Platform + Offline Immersive Experience

## • Orientation

Digital Economy

## • Benefits

Gathering here for unlimited opportunities

## • Outlook

One Belt and Road Vision, One Connectivity Dream

## Background

China and ASEAN elevate their ties to a comprehensive strategic partnership that is attribute to our unique geographical proximity, cultural affinity, business cooperation and other connectivity. 2021 marks the 30th anniversary of China-ASEAN Dialogue Relations. China-ASEAN relations have since evolved to become the most dynamic cooperation model in the Asia-Pacific region — a model that promotes the building of a community with a shared future.

Economic and trade cooperation has been a highlight in China-ASEAN cooperation. Trade volume between the two sides jumped from less than \$8 billion in 1991 to \$684.6 billion in 2020, an increase of more than 80 times. The two sides became each other's largest trading partner for the first time in 2020. China and ASEAN were united in the handling of COVID-19 and instead saw intensive development of economic and trade during the global pandemic. With the world's largest trade deal, RCEP, entering into force on 1st January, 2022 we can expect to see even more growth between China and ASEAN in the years to come.

Guangxi is the only Chinese province on the International Land-Sea Corridor blessed with a unique geographical advantage, being adjacent to ASEAN countries both by land and sea. It is also actively fulfilling the new mission of "Three Major Orientations" set by the CPC Central Committee. The launching of China (Guangxi) Pilot Free Trade Zone provided a new opportunity for Guangxi to further integrate the dual circulation strategy into domestic and international markets, deepening open cooperation in all aspects when facing RCEP and the Belt and Road regions.

As the provincial capital of Guangxi Nanning is the key hub for the Belt and Road Initiative, and the permanent host city for the China-ASEAN Expo and China-ASEAN Business and Investment Summit (hereinafter referred to as "Two Summits"). The Two Summits has successfully been held for 18 consecutive sessions, forming a "Nanning Channel" for deepening cooperation between China and ASEAN. It is now a signature event of Guangxi and a key platform for open cooperation between China and ASEAN playing a vital role in promoting the Belt and Road Initiative.





The digital economy is a new growth point for China and ASEAN. During President Xi Jinping's speech at the Opening Ceremony of the 17th China-ASEAN Expo and China-ASEAN Business and Investment Summit, he stressed that China will work with ASEAN countries to create more highlights and deepen cooperation in the area of the digital economy. Guangxi will work with ASEAN to advance digital connectivity and build a digital Silk Road. On 22nd November 2021, President Xi attended and chaired the Special Summit to Commemorate the 30th Anniversary of China-ASEAN Dialogue Relations, pointing out that “ We propose a China-ASEAN Digital Governance Dialogue to deepen the innovative application of digital technology.”

China – Singapore Nanning International Logistic Park (hereinafter referred to as “CSILP”) was established on 24th, January 2018 in China (Guangxi) Pilot Free Trade Zone, Nanning Area as a key priority project for the construction of the New International Land-Sea Trade Corridor and the Belt and Road Initiative. With a planned area of 284.8 hectares, to be developed over three phases targeting completion in 2025. The total investment for CSILP is in excess of 10 billion yuan designed to be a multi-function logistics park that includes facilities for production, storage, transportation, exhibition, trade and financial services.

China-ASEAN Multimodal Transportation Alliance (CAMTA) is an international industry organization of logistics and trade service, which was initiated by CSILP. In 2020, Chinese President Xi Jinping delivered a speech at the Opening Ceremony of

the 17th China-ASEAN Expo. He indicated that China is willing to work with ASEAN for a closer China-ASEAN community with a shared future, devoting more efforts to build the New International Land-Sea Trade Corridor, and continuously develop the China-ASEAN Multimodal Transportation Alliance. President Xi's speech elevated the alliance to a whole new level promoting the joint development of vertical supply chains between China and ASEAN countries.

CSILP will continuously innovate and fully implement President Xi's guideline principles at the 18th China-ASEAN Expo and Premier Li Keqiang's guideline principles when he visited CSILP in September 2021. CSILP will devote full efforts to realize the opening-up strategy, promoting development and trade with the signing of the RCEP. China-ASEAN Mercantile Exchange (hereinafter referred to as “CAMEX”) took shape with efforts from CSILP through innovation and mustering of resources to promote and facilitate China-ASEAN trade and investment, market liberalization, deeper integration of the industrial supply and value chain. It will fully utilize the platform of the China-ASEAN Expo and opportunities arising from a new round of the technological and industrial revolution and display complementarities for win-win cooperation.

We believe that CAMEX will inject an impetus to the development of the economy and trade of China, ASEAN, RCEP, and One Belt and Road countries; establishing the potential to a solid foundation.

## Overview

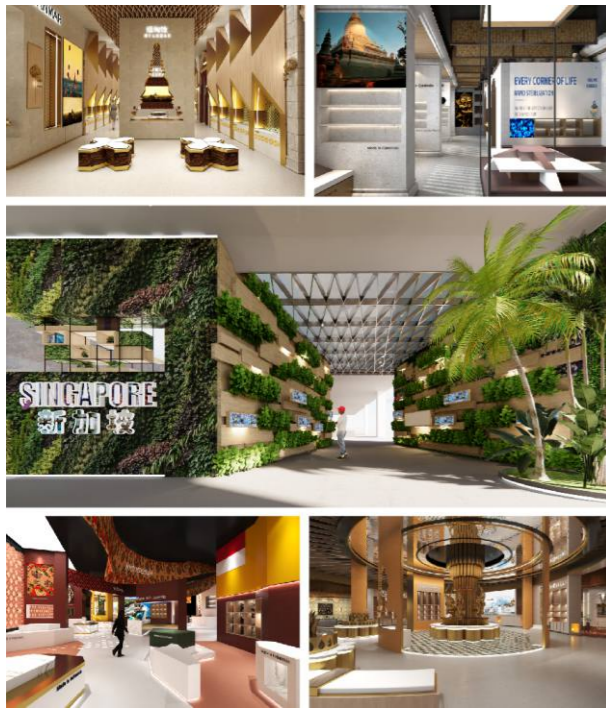
Located within CSILP with a projected investment of 3.1 billion yuan, CAMEX spans across a total area of about 887 mu and a planned area of about 1,005,300 square meters. To be developed over two phases, CAMEX is targeted to be completed in 2025. We welcome all well-known enterprises, goods and services from countries alongside the One Belt and Road to showcase through our online and offline platforms participating in cross-border E-commerce, international logistics, exhibition hall, digital trading and financial services.

The first phase of CAMEX includes: 15 national pavilions of RCEP countries, the first national pavilion along the Belt and Road – Pakistan Pavilion, the first provincial pavilion – Guangxi Pavilion, the Halal Food Pavilion, the Multimodal Transportation and Digital Trade Pavilion, and a Gourmet Pavilion —

“A Bite of ASEAN”. Visitors will get to enjoy an immersive experience here with a wide range of specialty products. CAMEX is also an online platform that offers B2B and B2C services.







· Fifteen National theme Pavilions in RCEP

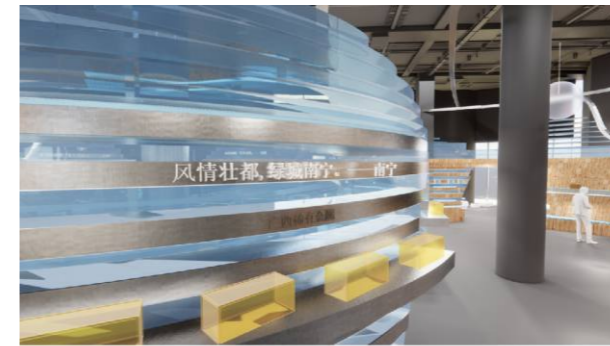
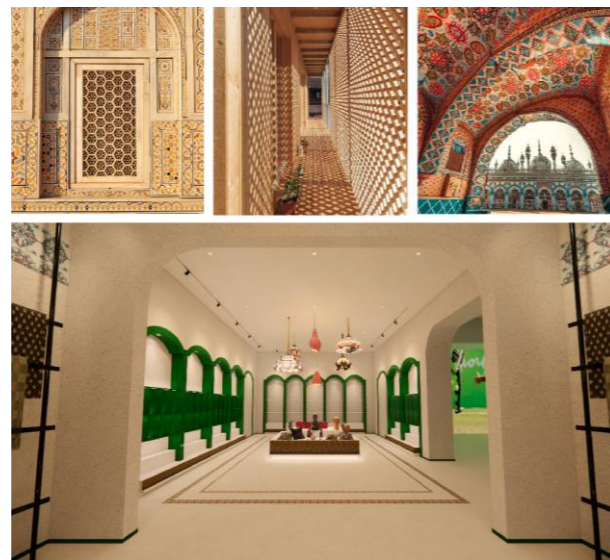
CAMEX is a one stop online + physical platform for China and ASEAN companies to connect and trade. The first phase of CAMEX will include 15 national pavilions from the RCEP region plus Pakistan. There will also be a Halal Food Pavilion to target this huge market of 2 billion consumers.

Using modern science and technology to vividly display cultural landscapes and commodities with national characteristics for the physical national themed pavilions, visitors to CAMEX can experience and feel the exquisite works of art, high-tech products, specialty food and other commodities of ASEAN countries. The online trading platform provides a seamless, efficient system bringing a new one-stop trade experience for customers from all countries.

· The Pakistan Pavilion, the first national theme pavilion along the "Belt and Road Initiative" route.

Pakistan and China enjoy close and friendly relations since the establishment of diplomatic relations in May 1951. Pakistan considers China as one of its closest friend and partner and China considers Pakistan as its "Iron Brother".

Seeing the huge economic potential that the RCEP agreement is expected to bring to the region, it is on the occasion of the grand opening of the 18th China-ASEAN Expo and the 70th anniversary of the establishment of diplomatic relations between China and Pakistan that the Pakistan Consulate in Guangzhou signed an agreement on 9 September, 2021 to set up a Pakistan Pavilion in CAMEX making it the first national pavilion along the belt and road initiative. We welcome more countries along the Belt and Road Initiative to take advantage of the benefits of CAMEX to join and set up in CAMEX.



· The first Chinese Provincial Pavilion--Guangxi Pavilion

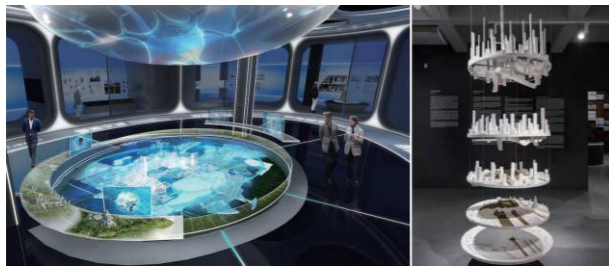
As the frontier and window to ASEAN, Guangxi and ASEAN enjoys close economic relations. With the signing and entry into force of RCEP, it further enhances Guangxi's geographical location and accelerate its integration into the new development pattern. The Guangxi Pavilion will bring together the culture of Guangxi with Zhuang cultural elements like the Zhuang brocade, bronze drums — boasting a picturesque scenic view of Guangxi and its people living an abundant life. Through highly interactive technologies such as holographic projection, AR, and VR, visitors can visualize the flourishing developments of Guangxi and a variety of unique Guangxi specialty products & resources integrated into the pavilion. "Made in Guangxi" products will have closer proximity to the global audience and an edge to a competitive market.



· the Halal Specialty Food Pavilion

Halal food is growing in popularity due to its unique food culture and the concept of clean, green, and environmental protection. There are currently nearly 2 billion halal food

consumers worldwide, with a market size of approximately US\$2 trillion. Halal food also has a strong market demand among China and ASEAN countries. Leveraging on the advantages of Guangxi as a gateway to ASEAN on the New International Land-Sea Trade Corridor, the Halal Specialty Food Pavilion will showcase high-quality domestic and foreign halal food, cosmetics, medicines, and other halal specialty products to meet the needs of all types of consumers. CAMEX will play an active role in the building of an international halal food trade center and actively promotes the development of global halal food certification standards.



### · the Multimodal Transportation & Digital Trade Pavilion,

The Multimodal Transportation & Digital Trade Pavilion will build a leading China-ASEAN multimodal transportation service center, a digital platform for cross-border trade, a digital multi-functional conference hall, and live streaming rooms. It will provide merchants settled-in CAMEX with service offerings like logistics support for multimodal transportation, cross-border trade industry chain services, online meetings, product releases, online forums, online training, and e-commerce live streaming. It will help merchants and streamers promote digital marketing most rapidly and conveniently, explore new ways of e-commerce trade, and seize new opportunities for cross-border e-commerce development. And it will provide consumers a better consumption experience, contribute to the building of Guangxi as a new highland for digital economy development and inject new vitality. The pavilion will also help advance Belt and Road Initiative cooperation and promote the digital economy.

### · a Gourmet Pavilion — "A Bite of ASEAN".

People's desire to taste delicious food from different countries is endless. CAMEX's main intention is to integrate food and cultures of ASEAN countries to the business environment.

Visitors will experience and fully understand the ASEAN cultural elements in our pavilion and have their business engagements in our rest area designed to provide a relaxing and pleasant atmosphere.

### · Online B2B and B2C trading platform

CAMEX online platform provides professional services for the development of digital trade industry including settlement, display, sales, logistic, tax refund, etc.

## Orientation

Building of a shared community through RCEP

Acting as a hub and gateway to ASEAN countries, Guangxi has devoted much effort to expand cooperation with ASEAN countries and has successfully held the China-ASEAN Expo and China-ASEAN Business and Investment Summit for many years. Coupled with the resource advantages of China-Singapore Nanning International Logistics Park and China-ASEAN Multimodal Transportation Alliance, CAMEX will make full use of the unique location and policy advantages of Guangxi to actively integrate the "circle of friends" and participate in the new development and opportunities brought about by RCEP. It will inject new impetus into the economic recovery of ASEAN and other RCEP countries in the post-pandemic era, effectively promote the construction of the RCEP economic community, and at the same time promote the expansion of the "Nanning Channel".

CAMEX aims to provide a comprehensive, one-stop, efficient, and professional services platform for enterprises from China, ASEAN, and other RCEP countries as well as countries along the Belt and Road Initiative" to set up and thrive here.

CAMEX strives to become the preferred one-stop platform for online and offline economic and trade

exchanges providing a complete & efficient suite of services and encompassing a full range of commodities. It will also serve as a vital window for dialogues between China, ASEAN and other RCEP countries' merchants. It aims to be the first stop for foreign corporations entering china and the window for Chinese enterprises looking to expand overseas.

Expand the platform of China-ASEAN Expo and release the spillover effect of CAMEX

Using modern science and technology such as real scene and holographic projection, AR, VR, naked eye 3D etc to vividly display cultural landscapes and commodities with national characteristics for the physical national themed pavilions, visitors to CAMEX can experience and feel the exquisite works of art, high-tech products, specialty food and other commodities of ASEAN countries. CAMEX will enhance the international influence of the events and jointly realize the never-ending CAEXPO, contributing to the long-term development of economic and trade exchanges for China, ASEAN and even other RCEP countries.





On September 17, 2021, the Chinese Premier Li Keqiang highly affirmed CAMEX during his on-site visit to the China-Singapore Nanning Logistics Park. Premier Li highlighted that the China-Singapore Nanning Logistics Park and CAMEX should make good use of the RCEP policies and to fully utilize the benefits of China and ASEAN as the market base to connect with other RCEP countries and realize the goal of promoting policy, infrastructure, trade, financial and people-to-people connectivity between China and the rest of the world.



On September 10, 2021, Chinese Vice President Wang Qishan attended the 18th China-ASEAN Expo and visited the exhibition area of CAMEX. He affirmed the innovative concept and future development goals of CAMEX and is confident that CAMEX being a Singapore-invested enterprise would advocate the resource advantages of this project among ASEAN countries.

## Benefits

CAMEX extends a gracious welcome to join this unique economic, trade, and cooperation platform to create boundless business opportunities! Let us build a shared development, shared prosperity, and create a better future!

### 1. Gather multi-dimensional advantageous resources

1) CAMEX, located in Guangxi, China, is the only Chinese province adjacent to ASEAN countries by land & sea. As a vital hub of the Maritime Silk Road, Guangxi has unique geographical advantages and numerous advantageous policies. It is actively executing the new mission of “Three Orientations” entrusted to Guangxi by the Central Government.

2) CAMEX leverages Guangxi’s advantage as a multimodal transportation hub, a strategic position endowed by the State, and the geographical location advantages of coastal areas along rivers, seas, and borders, to provide high-quality services to businesses from RCEP countries settled in CAMEX.

3) CAMEX is in Nanning, the capital city of Guangxi, a national logistics hub and an important gateway city with an organic connection to the Belt and Road. It can take advantage of the intricate transportation strategic channel of railway + aviation + sea + highway” built by Nanning to provide guaranteed comprehensive logistics services for settled-in businesses.





4)Nanning is the permanent venue of the China-ASEAN Expo, and the China-ASEAN Business & Investment Summit (here-in-after referred to as the "Two Sessions") was held successfully for 18 consecutive years. CAMEX will share the business network and resources of the "Two Sessions" with the settled-in businesses ensuring enhancement of the economic & trade exchanges and cooperation with China and ASEAN through adopting new business models driven by innovations.

**2.Sharing multiple preferential policies**

Enterprises located in CAMEX can make full use of the relevant policies. Located in China (Guangxi) Free Trade Zone Nanning Area and Nanning Comprehensive Bonded Zone, CAMEX enjoys the national preferential policy and the preferential policies of the Free Trade Zone and Nanning Comprehensive Bonded Zone, as well as the preferential support policy of the New International Land-Sea Trade Corridor and Guangxi "Three Orientations" relevant policy.

**3.Sharing value-added services of the "Two Sessions"**

- 1)Businesses settled in CAMEX can directly access information or participate in the "Two Sessions";
- 2)Access to first-hand information CAEXPO related information and activities;
- 3)The exhibitors display their products in CAMEX in advance before or after participating in the CAEXPO,increasing product exposure;

4) A more focused and defined business matching in the "Two Sessions" to reduce costs and increase efficiency and share business opportunities;

**4.The preferred one-stop online & offline business platform**

CAMEX is the one-stop preferred platform for online & offline trade exchanges in the RCEP region and even the "Belt and Road". It connects and opens up the internal and external circulation for businesses to enter the RCEP market. CAMEX is a vital window for Chinese companies to expand into international markets, including ASEAN countries and other RCEP countries. And the first stop for ASEAN & RCEP countries to enter the Chinese market.

**5. Bringing an O2O immersive trade experience**

CAMEX will engage the visitors through modern interactive means such as holographic projection, AR, VR, naked-eye 3D, and more; by vividly displaying the scenic sites and featured products of various countries and regions, reflecting the local cultural connotation, bringing visitors an immersive trade experience. It will increase eyeballs for the goods & services of the settled-in companies and create the apex of trade and commerce — promoting business exchanges.

**6.Sharing the advantages of multimodal transportation services**

Using the resources of "the China-ASEAN Multimodal Transportation Alliance" initiated and established by CSILP, CAMEX will provide multimodal transport services that offer enterprises

complete and time-saving solutions. CSILP also delivers the following logistics services: large-scale comprehensive high-standard warehouse (outside the bonded area), cold chain warehouse, high-standard pharmaceutical warehouse provided by Global Solutions Provider (GSP), bonded logistics warehouse (inside the bonded area), and more, to improve the operation efficiency and reduce logistics costs.

**7. Assisting businesses to make full use of the new RCEP policies**

CAMEX will assist businesses to make full use of the new RCEP policies and establish strategic partnerships with organizations that issue the certificate of origin to facilitate merchants' tariff reduction policies, increase the production and exchange of intermediate commodities. The RCEP

Cumulative Rules of Origin is the key highlight and will help enterprises overcome the difficulty that their products are the most likely to meet, the standard of origin, and benefit from free trade agreements. (At present, some RCEP countries have established origin issuing agency offices or liaison offices in CAMEX.)

**8. Expanding business opportunities of BRI in the RCEP market**

CAMEX attracted Pakistan to settle in with its innovative concepts & resources and will attract more and more countries along the Belt and Road Initiative. Ultimately, businesses will be able to better connect with related international organizations, chambers of commerce & associations, expand trade channels, and explore business opportunities in the RCEP market through our platform.





### 9. Shared quality customer resources and contacts

CAMEX gathers merchants from RCEP countries and the Belt and Road aggregating resources, helping them expand commercial channels, save labor and time, reduce costs and increase efficiency, realize the sharing of resources, establish and strengthen partnerships/connectivity, and convenience of trade.

### 10. Sharing an optimized business environment

CAMEX offers the perfect opportunity for businesses to move into a good platform and optimize the business environment assisting settled-in companies with their investments and driving growth. It effectively avoids uncertainties that companies will encounter and reduce cumbersome procedures and unnecessary trips,

bringing efficient and high value-added benefits to global businesses with a one-stop service.

### 11. Establishing the Cross-border E-commerce Service Center

The settled-in companies will be able to tap into the tailor-made services from the CAMEX Cross-Border E-Commerce Service Center, such as live broadcast platform services, brand agency operations, and more. Concurrently, we will provide training, business incubation, project landing, and vertical services for cross-border e-commerce.

### 12. Providing innovative financial services

CAMEX utilizes RCEP regional financial resources to attract various RCEP financial service institutions and provide more effective solutions for settled-in companies.

### 13. Sharing a business incubation platform

CAMEX will set up a start-up incubation center with partners to help start-ups in CAMEX grow exponentially with science & technology through business incubation or as an entrepreneurship center. Our services include but are not limited to: office space, investment matchmaking, company registration, business consulting, development orientation, technical support, and other services.

### 14. Sharing aggregated talent pool

CAMEX will establish a talent pool to attract professionals from international trade, cross-border e-commerce, logistics, finance, and other fields to aggregate and provide strong talent support for the

high-quality development of the settled-in businesses.

### 15. Thematic events and activities

According to the characteristics of RCEP countries, CAMEX will hold various special conferences, training, and special activities from time to time so that the settled-in businesses can share their resources, achieving reciprocal and win-win cooperation. CAMEX will run thematic events like the ASEAN Beer Festival, Durian Carnival, Halal Food Festival, and more to create awareness and help businesses enhance brand awareness and improve the sales of featured commodities.





## Outlook

CAMEX's priority is China and ASEAN and focusing on the RCEP mega-market by relying on the Belt and Road and the New International Land-Sea Trade Corridor and the opportunity of upgrading the relationship between China and ASEAN into a comprehensive strategic partnership. Ultimately, CAMEX will tap on the potential of economic and trade cooperation with countries along the Belt and Road to meet the ever-changing market demand of RCEP countries, accelerating the innovative development of the new business model and improving the resource allocation ability and international competitiveness. CAMEX will promote the liberalization and facilitation of trade and investments and drive to establish a new development pattern of the domestic and international double cycle. CAMEX will try to make the cake bigger and work hard to build a closer China-ASEAN community with a shared future!

One Belt and Road Vision, One Connectivity Dream CAMEX strives to serve as the primary stop for businesses mainly from RCEP looking to enter the Chinese market and a dialogue window for Chinese companies expanding into the ASEAN markets and even other RCEP countries' markets.

CAMEX aims to be the jewel on the New International Land-Sea Trade Corridor. It is committed to becoming a model for China's high-level opening up to the world, especially for RCEP—the largest free trade zone in the world. CAMEX also strives to build a preferred platform for online and offline one-stop economic and trade exchange between countries along the RCEP region and even along the Belt and Road.

The pursuit of common development is a historical trend, and mutual benefit is the aspiration of the people!

