



# Towel Manufacturers' Association of Pakistan

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## OPPORTUNITIES IN E-COMMERCE - OPB CHINA

Dear All,

**OPB (Overseas Prominent Brands)** is the international IP of Guangzhou Bi'an Information Technology Co., Ltd. in South China. OPB is a B2B platform to provide consulting services and is linking overseas brands with Chinese buyers based on their buyer's database and the intelligent B2B system. Their website is as follow:

<https://www.opbchina.com/dist/index.html#/EnglishHome>

2. OPB has 23,000 overseas brands already registered from 26 countries and has 220,000 Chinese active and reliable buyers. Countries like Japan, South Korea, Philippines, India, Malaysia, Turkey, Thailand, Israel, Brazil, Belarus, Denmark, Poland, Belgium, Germany, Portugal, Russia, France, Netherlands, Italy, Spain, Ukraine, Switzerland, Canada, America, New Zealand and Australia have already established their Online Country Pavilions on this platform.

3. TDAP in collaboration with our mission in Guangzhou, China has negotiated following term and conditions with OPB

- The registration of Pakistan Pavilion will be free of cost
- Registration of top 20 brands will be free of cost. Number of brands can be increased.
- Pakistani brands will get auto matchmaking done by software based on mutual interest of buyer and seller
- Free of cost Individual QR code for each brand. Chinese buyers can quickly understand about the brands by scanning the QR Code which directly links to the brand pages, sending the inquiry for applying to the agents. These brands will get a free trial to receive the trade inquiries from three buyers.
- For full utilization of services of OPB including participation in 2 exhibitions on behalf of brand, matchmaking events, e-catalogues in Chinese language and marketing in different trade fairs, brands have to register on individual basis. The registration fee will be USD999/- per year. (This also depends on individual brand if satisfied with services of OPB)

4. The registration of country pavilion and brands is totally free of cost and this also provides an additional opportunity for online marketing and B2B. This B2B will further provide an opportunity for B2C as well. Initially, we wish to take on board brands related to **Garments, Leather, Fashion, rice, mango, yarn, surgical, sports, mineral, other food products and fisheries.**

5. Keeping in view the opportunities in e-commerce in promotion of National image, dissemination of individual brand information by QR code, cultural and tourism promotion, online marketing and B2B interactions, interest participants are requested to share their contact details by 12:00pm tomorrow (15 Sep 2021)

Regards.

### Trade Development Authority of Pakistan

Government of Pakistan

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Affiliated with the Federation of Pakistan Chamber of Commerce and Industry

