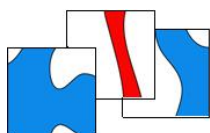


YES International Group AB



YES International Group AB is registered 1999 in Sweden (with its former name YEStravel AB). The group is specialized in Intercultural Marketing, Concept Innovation and Glocalization. Serving mainly China and Europe, the group focuses on urban planning, education, automation, innovation and sustainable development. Companies included in the group are:

- Europe Training and consulting service: Aros Kinakonsult
- China project service: Beijing Shenzhi Culture Consulting Ltd.
- Travel service: YEStravel
- Expo know-how and event service: How2Expo
- Language service: YEStranslation and YESisNO



Aros Kinakonsult

Aros Kinakonsult (www.kinakonsult.se) is a Sweden based training and consulting company. We offer seminars about Chinese business culture and intercultural communication training for European and Chinese.

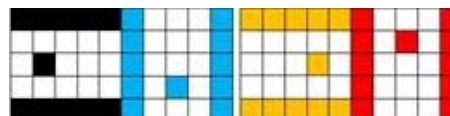
Besides seminars, Aros Kinskonsult provides full China-related service. From language service, travel support, family relocation to professional consultation, our services make your work with China easier and more efficient.



Beijing Shenzhi Culture Consulting Ltd. (BJSZ – www.lishenzhi.eu) is a Chinese company registered in Beijing. The company is specialized in arranging official government delegation visits from China to Europe. Between year 2001 and 2009, over 200 top meetings were arranged. Topics cover areas in urban planning, economy, law, IT, education, e-government, auditing, welfare and migration, medicine and agriculture.

For international projects, BJSZ acts as an agent for both YES International Group and European companies. We are also the gateway for internationalization process of Chinese government.

To market local product internationally, and to localize global concept are the principles of services provided by BJSZ. In the field of intercultural marketing, the company has created a series of international brand and logos, such as YES, Dragon Boat, Chongqing Nanan district, “Expo Wall and Berlin Mauer”, etc.



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Aros Kinakonsult
YEStranslation
YEStravel
How2Expo
BJSZ Ltd. (China)

Branch Office:
Germany - Berlin
Spain - Barcelona, Zaragoza
Italy - Bari
China - Beijing, Shanghai, Chongqing



YEStravel provides personalized incoming travel service in Europe, serving mainly business travelers from Chinese government and enterprises.

Since 1999, YEStravel have provided travel support for thousands of high Chinese officials. We also served Zaragoza Expo 08 with one hundred volunteers from Shanghai. It was the first time China sent organized volunteers abroad, with services from YEStravel, the project made a great success.

During Shanghai World Expo 2010, YEStravel launched a new concept "National Night", to arrange expo events on the biggest sightseeing boat in Shanghai (capacity: 1000 people). YEStravel also arranged high quality official visits to Shanghai Expo, for Chinese and foreign politicians and experts, via its unique "Expo Tour" and "Shanghai Expo VIP Service".

YEStravel is an innovator in destination marketing, and an expert in work-flow automation for travel industry. With YEStravel's online travel planning system, you can select travel products among 300,000 travel companies, communicate directly with local incoming travel agencies, and chose trips tailor-made for you.



How2Expo (H2E – www.how2expo.com) has a team with rich expo know-how and experience in expo training. One of our customers, Shanghai Expo 2010, with its 73 millions of visitors in six months, is the biggest international exhibition ever in history. H2E carried on a comprehensive training for Shanghai Expo between 2006 and 2009. H2E was pointed by the organizer, the Bureau of the Shanghai World Expo Coordination, as the exclusive trainer during Zaragoza Expo 08.

How2Expo also served Shanghai Expo 2010 with a package of creative events and concepts, such as "National Night", "Expo Plate", "World Wide Wine", "Expo Wall", etc. The company will keep on providing global-orientated training and event services for international exhibitions and trade fairs in the future.



YEStranslation provides language services such as translation, interpretation, simultaneous interpretation and voice-over. With main services among Swedish, German and Chinese, the company serves more than 10 other languages. Since 2000, our competent translators have been working with text material for customers

in the Swedish automotive, construction equipment and transport industries. Our talented interpreters have served direct customers as ABB and other Swedish multi-national companies.

YEStranslation provides high quality German proofreading and Chinese business copywriting service. For high-demanding localization services, we also offer "YES is NO" translation. By concerning cultural difference and keeping consulting-minded, your text will be translated indirectly in order to communicate efficiently with the targeted market.

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Company Development over years

1995

Founder Sandy Li Shenzhi moved from Beijing to Sweden

1996 – 1998

Chinese culture promotion, exhibitions and workshops in several Swedish cities

1999

YEStravel AB is founded in Sweden, located in the Technology Park of Västerås

First Chinese business seminar at ABB for Three-Gorges HVDC project

1998 – 2005

World-leading online travel planning system YEStravel.com is developed, with great attention from international media and experts within tourism industry

2000 – now

Training and services in Sweden for ABB and its Chinese customers (mainly State Grid)

2003 – now

Delegation arrangement in Europe for Shanghai municipality officials

2003-2008

Won first EU immigration case since 1967 at the high EU Court, top-ten case in 2005

2006 – 2010

Responsible for training and study tours in Europe for Shanghai Expo Bureau and Expo Group

2009

Created International Events Know-how Association, which organized Spanish volunteers to Shanghai Expo 2010

2009 – 2010

Planned and implemented Expo related projects for Shanghai Expo 2010

2011

Became official representative in China for Parque Expo Group (Portugal)

Involves in biggest China culture festival in Sweden, and is responsible for the planning and implementing of "Västerås-Sweden Business Forum 2011"

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