

## Fung Group outlines smart supply chain transformation at second China International Import Expo

- *Fung Group showcases its one-stop capabilities and supply chain of the future roadmap.*
- *Fung Group to announce a strategic partnership with China Merchants Bonded Logistics to elevate the supply chain industry in response to the rise of new retail.*
- *Fung Group's new "Country Sourcing Report" offers in-depth insights into the China consumer and retail landscape.*

**SHANGHAI, CHINA, November 5, 2019** – Fung Group, a global leader in supply chain solutions whose core businesses include trading, logistics, distribution and traditional and digital retailing, today unveiled its one-stop solutions in smart supply chain management at the China International Import Expo (CIIE), attended by more than 3,000 exhibitors and over 170,000 domestic and foreign professional buyers. With 113 years of history, Fung Group is dedicated to helping both international and domestic brands develop and grow in the China market through its unrivalled experience in trade, logistics, distribution and retail.



*Fung Group's Booth at the 2<sup>nd</sup> China International Import Expo*

### **Leading the smart supply chain transformation through over a century of expertise**

Fung Group's booth is located at the 1.1 'trade in services' exhibition area (booth number B6-01 & B7-01). Measuring almost 360 square meters in size, the booth is divided into three sections covering the development and history of the Group, one-stop global supply chain solutions and future development trends in the smart supply chain industry. The imaginative design of the booth brings visitors on a journey of Fung Group's history and development, how technology has empowered the smart supply chain, and the achievements that the Group has made in developing the trade services industry.

With over a hundred years of experience, Fung Group's long-term exploration of the consumer and retail market in China and its own distinct views and insights on the market has won it many accolades amongst its partners. Through the 6-day exhibition, the Group focuses on showcasing many of its successful partnerships with retail brands and intellectual property. These include clothing & accessories, toys, furniture, food, cosmetics and other industries, all of which highlight the Group's vast management experience with an array of day-to-day consumer items.

With supply chains and sourcing networks covering more than 50 countries around the world, Fung Group is in a unique position to provide its partners and clients with a one-stop solution covering everything from design and production to sourcing and logistics. With its digitally enabled services such as 3D sampling, Fung Group is able to bring together cutting-edge technology and new retail models to lead the smart transformation of the global supply chain.



*Fung Group: Creating the Supply Chain of the Future*



*Retail Area of Fung Group's Booth*

## Creating the future industry landscape through ground-breaking partnerships

CIIE offers a platform for organizations around the world to communicate and form lasting partnerships. At this year's expo, Fung Group subsidiary Li & Fung will sign a strategic agreement with China Merchants Bonded Logistics to establish a partnership in developing global supply chains, creating a new chapter in import-export logistics.

Fung Group will also officially release its *Country Sourcing Report*. The report draws upon the Group's industry experience and professional research, together with an analysis of the current global trade environment, and macroeconomic strategies such as the Belt & Road Initiative, to provide an in-depth opinion on trends and development in China's sourcing industry.

As the China market continues towards a trend of upgraded consumption, Fung Group is able to draw upon its brand and supply chain resources and close integration with its strategic partners to unlock market potential and deliver innovation in the market. Through this, they are leading global brands to better understand, enter and earn success in the China market, thus helping to satisfy the ever-evolving demands of China consumers.



*Fung Group's Globally Integrated Supply Chain*

## Writing a new chapter of supply chains, supporting development of the China market

Fung Group has long supported China's economic reform and the government's strategies and initiatives over the years, including making significant investments into the Belt and Road Initiative and the construction of the Greater Bay Area. This year, the Group established its presidential office in Shanghai to create closer communication links and promote better engagement with its business activities in the local area. Given the importance of CIIE as an initiative in the opening up of China's markets and the government's proactive encouragement of free trade, Fung Group's participation reflects its continued belief in the development of the China market.

“CIIE provides a large spillover effect that enables cross-border organizations to enjoy the benefits brought by a more prosperous China market,” said Victor Fung, Chairman of Fung Group. “More and more China consumers are able to enjoy products and services from around the world with increasing ease and efficiency. Such circumstances present Fung Group with the opportunity to create new ideas and grow our business.”

Moving forward, Fung Group will continue to leverage the CIIE platform to promote the smart transformation of the global supply chain. The Group’s value-generating ecosystem, Explorium, was selected in 2018 as part of the first wave to be included in CIIE’s ‘6+365’ one-stop trading services platform. The platform allows international products and services to accelerate their entry into China. Fung Group will continue to use cutting-edge technology to create a new blueprint for the industry, improving the work and lives of people along the supply chain.

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## **About Fung Group**

Fung Holdings (1937) Limited, a privately-held business entity headquartered in Hong Kong, is the major shareholder of the Fung Group of companies, whose core businesses operate across the entire global supply chain for consumer goods including sourcing, logistics, distribution and retail. The Fung Group comprises 42,000 people working in more than 40 economies worldwide. We have a rich history and heritage in export trading and global supply chain management that dates back to 1906 and traces the story of how Hong Kong and the Pearl River Delta emerged as one of the world’s foremost manufacturing and trading regions. We are focused on both creating the Supply Chain of the Future to help brands and retailers navigate the digital economy as well as creating new opportunities, product categories and market expansion for brands on a global scale.

Listed entities of the Group include Li & Fung Limited (SEHK: 00494), Global Brands Group Holding Limited (SEHK: 00787) and Convenience Retail Asia Limited (SEHK: 00831). Privately-held entities include LH Pegasus, Branded Lifestyle Holdings Limited, Fung Kids (Holdings) Limited, Toys "R" Us (Asia) and Suhyang Networks.

For more information, please visit [www.funggroup.com](http://www.funggroup.com).