

WHO WE ARE

BARCA creates, enables, and develops profitable business relations between European and Asian businesses.

With a strong network in China and Europe **BARCA** enables a profitable business diversion for European brands and Chinese investors, retailers and production units.

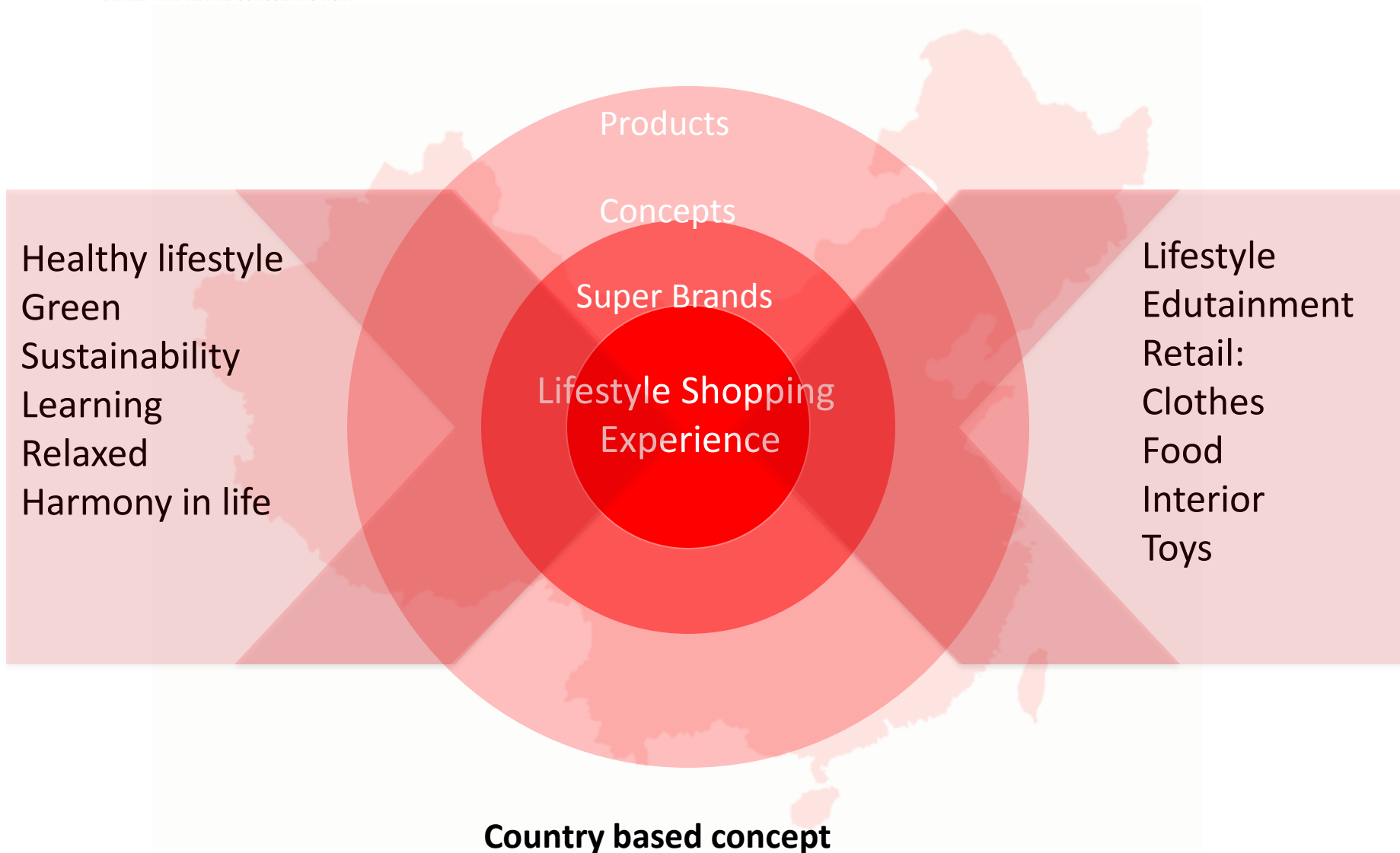
BARCA helps to identify, map and segment potential brands for acquisition, licensing or retailing in China. **BARCA** supports the brand control avoiding pitfalls and wrong “go to market” entry strategies.

BARCA is not only offering to establish the relation between two parties; **BARCA** is expanding the relation within brand building and profiling, systems, retail optimization and cross-cultural communication to ensure successful, continued business relationships.



Impact
on
Retail
Operations





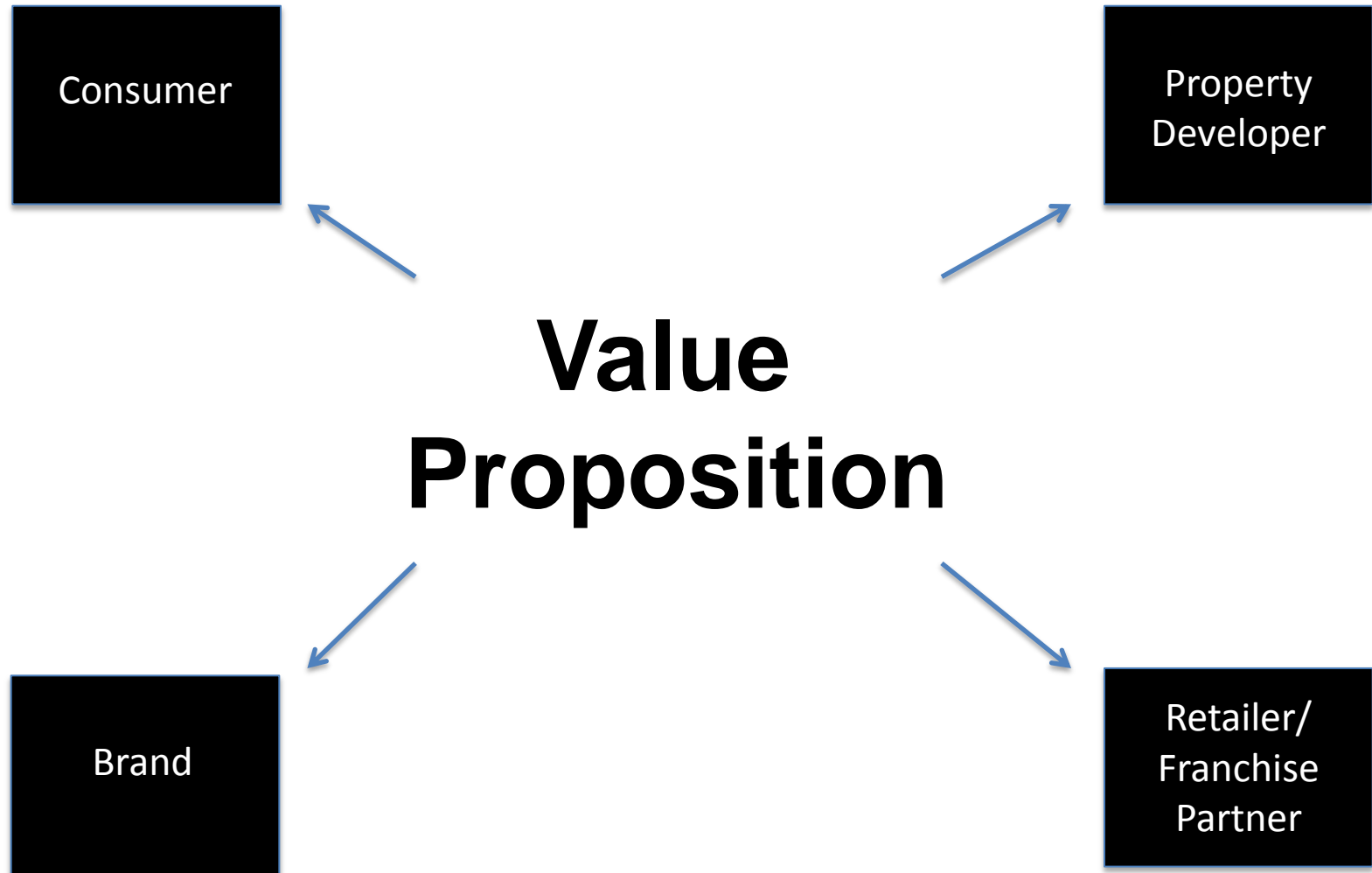


Edutainment

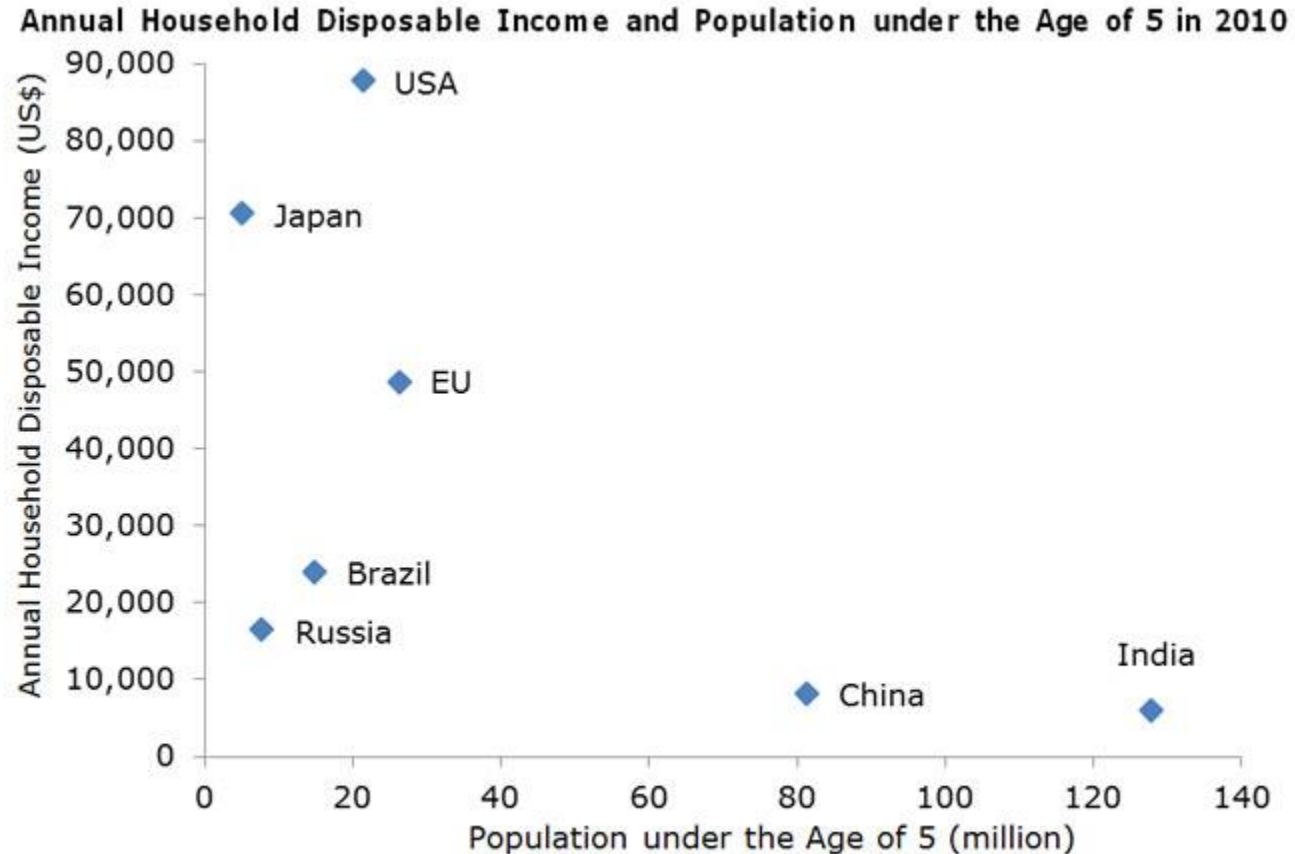


(education + entertainment)

The Scandinavian lifestyle experience



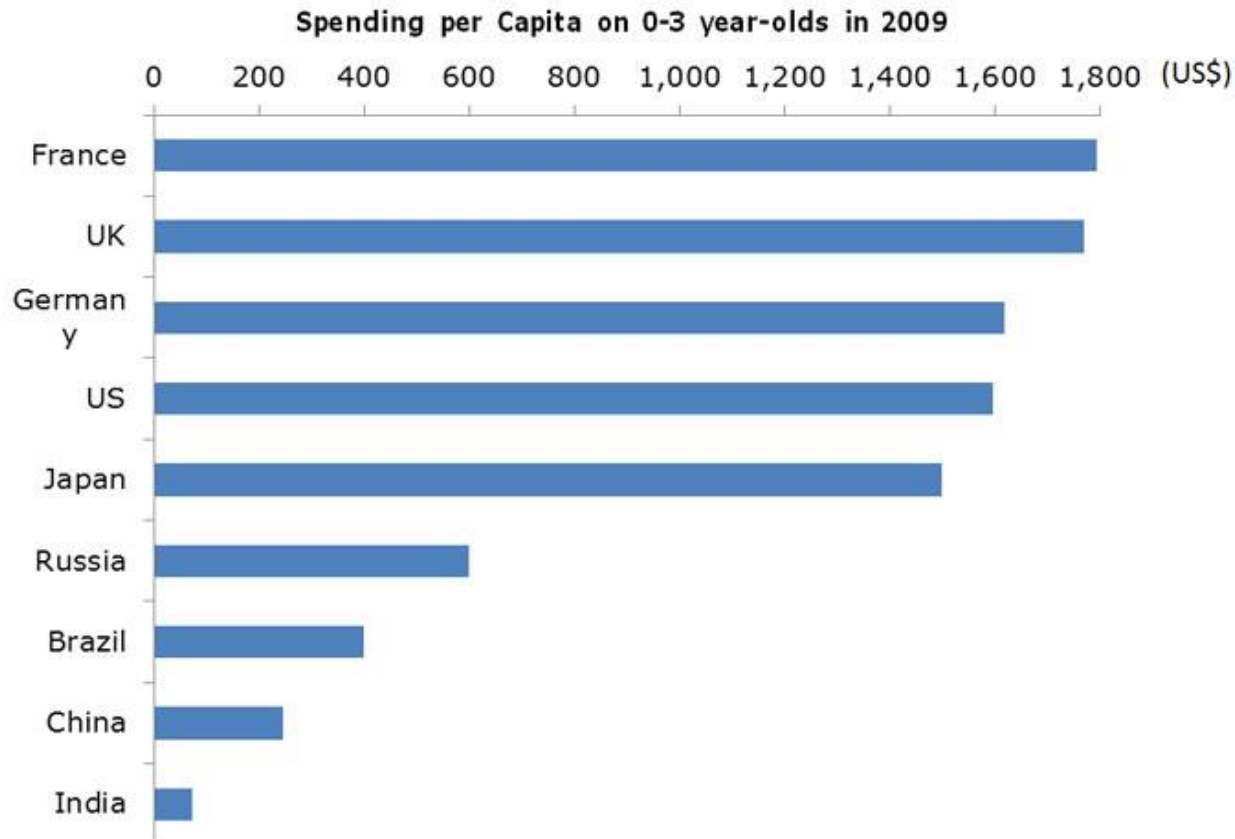
Barca – A Promising Niche Market for Babies' and Children's Products



Source: Population data from United Nations; Income data from Euromonitor International

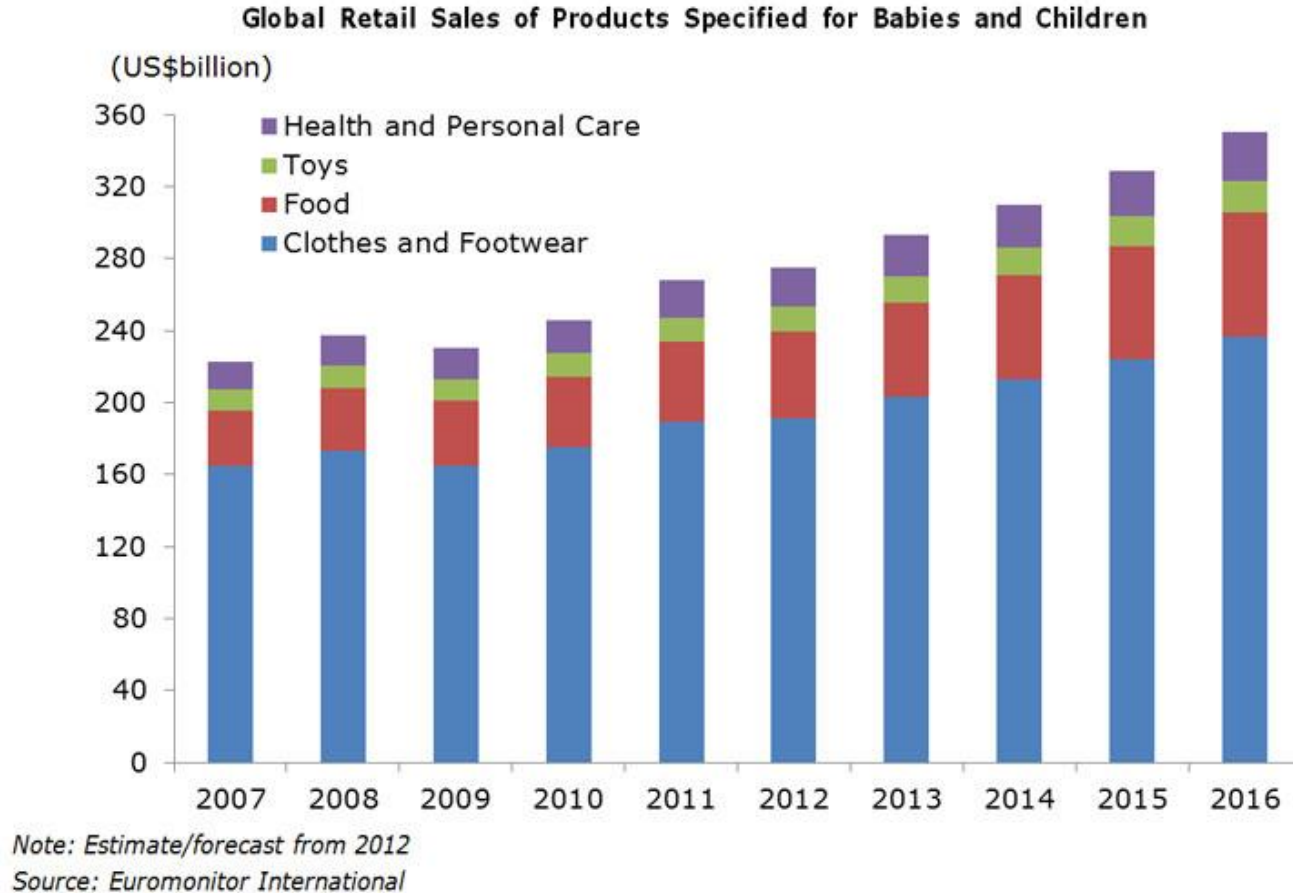
Source, 23rd Aug, 2013, <http://economists-pick-research.hktdc.com/business-news/article/Research-Articles/A-Promising-Niche-Market-for-Babies-and-Children-s-Products/rp/en/1/1X000000/1X09SF0R.htm>

Barca – A Promising Niche Market for Babies' and Children's Products



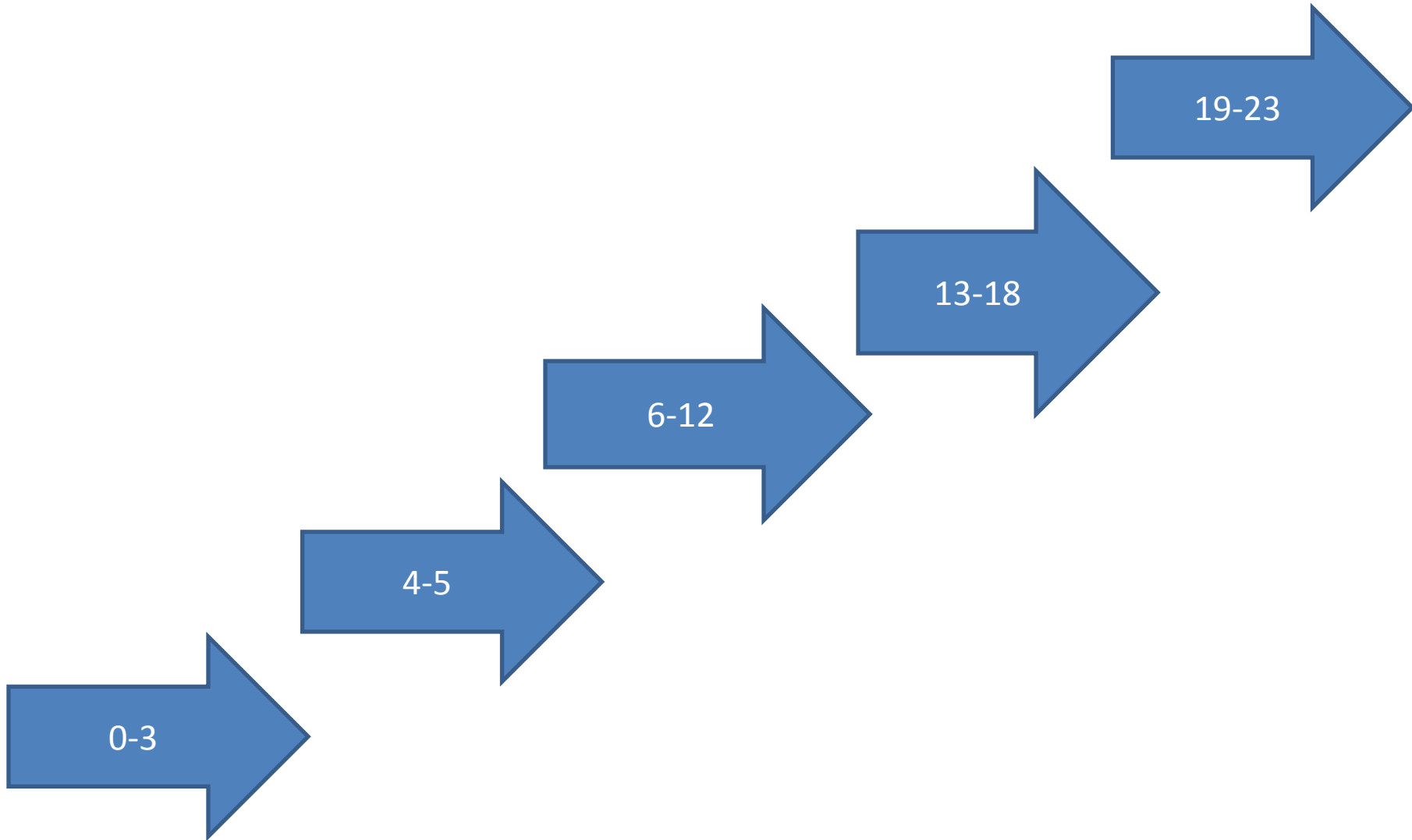
Source: "The First Age: Birth to Three Years Old", Euromonitor International, July 2010.

Barca – A Promising Niche Market for Babies' and Children's Products



Source, 23rd Aug, 2013, <http://economists-pick-research.hktdc.com/business-news/article/Research-Articles/A-Promising-Niche-Market-for-Babies-and-Children-s-Products/rp/en/1/1X000000/1X09SF0R.htm>

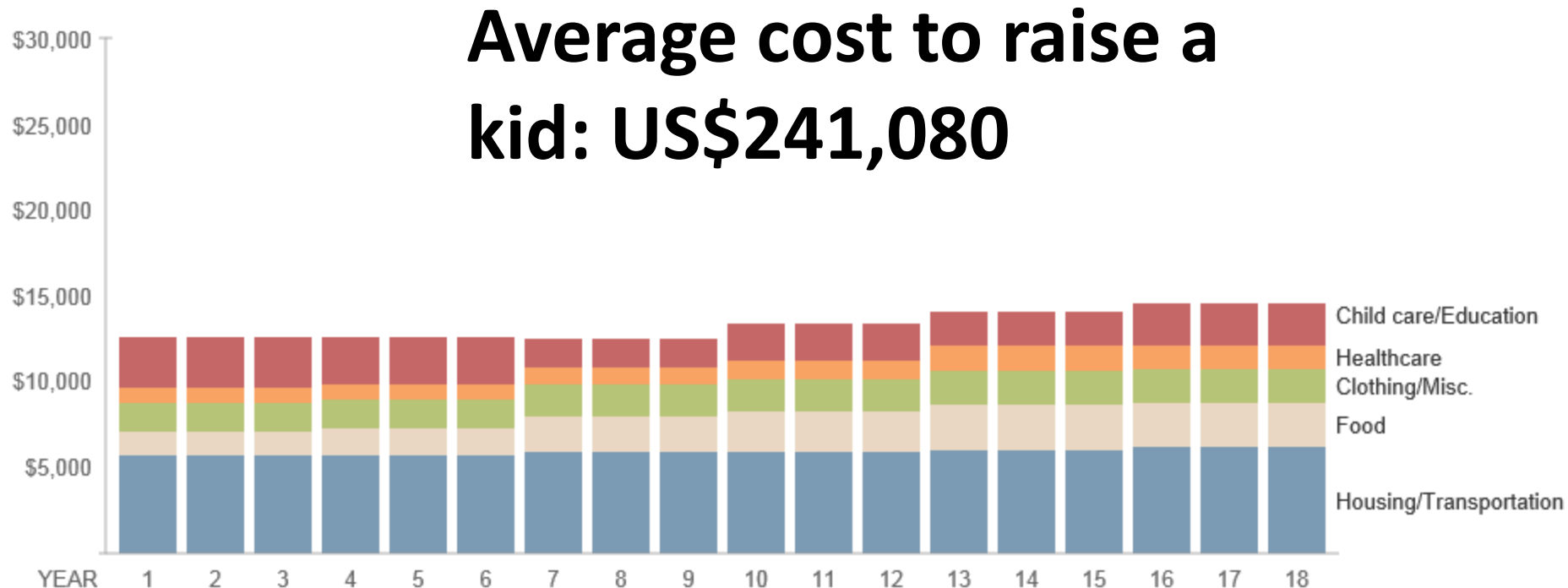
Barca - Children Raising Path



Barca - The Cost of raising a child



Barca - The Cost of raising a child



Average cost to raise a kid: \$241,080

By Melanie Hicken, August 14, 2013: 7:28 PM ET

Barca - Unknown ROI on raising kids

各地養兒成本

美國	美國農業部本月公布，估計當地中產家庭以去年物價計算，養大一名孩子至18歲，需花上24萬美元（約186萬港元），比起2011年增2.6%
英國	英國「兒童貧困救助組織」（CPAG）本周公布，調查顯示將一名孩子撫養至18歲費用要14.8萬英鎊（約180萬港元）。另有調查指，英國撫養一名孩子至21歲需22.2萬英鎊（約268萬港元）
澳洲	IBIS World上月公布調查，指澳洲父母養育一名孩子平均每年開支約7,089澳元（約4.9萬港元），其中一半以上約4,000澳元花在托兒服務
中國	網上近日流傳「中國十大城市生育成本排行榜」，指北京養孩子成本最高，達276萬元人民幣，費用包括奶粉、尿片等日用品、6年學前保母及醫療費，及6年旅遊及保險費，還有7歲到大學畢業教育費

Country	Cost
US	US\$240,000- HK\$1,860,000
UK	UK\$222,000 HK\$2,680,000
Australia (Per Year)	AUS\$7,089- HK\$49,000-
China (Beijing)	Rmb\$2,760,000 HK\$3,312,000
Hong Kong	HK\$4,000,000

Source: 03:23, 23rd Aug, 2013, <http://www.hket.com/eti/article/abd8ace4-2bcf-4f80-9af5-80126a6e6c15-506550>

Barca - Win at the starting point



Barca – Sample in British

Curriculum changes 'to catch up with world's best'

Five year olds will start tackling fractions and computer algorithms, as a more stretching national curriculum is announced for state schools in England.

8 July 2013 Last updated at 15:18 GMT

By Sean Coughlan BBC News education correspondent

Barca – new-look curriculum of British Education Policy

The new-look curriculum puts a stronger emphasis on skills such as "essay writing, problem-solving, mathematical modelling and computer programming".

- **The history curriculum** takes primary pupils through British history from the stone age to the Normans. They can also study a later era, such as the Victorians. "Significant individuals" studied include Elizabeth 1st, Neil Armstrong, Rosa Parks and suffragette Emily Davison. Secondary schools will teach British history from 1066 to 1901, followed by Britain, Europe and world events from 1901, including the Holocaust and Winston Churchill. This is a less detailed curriculum than an earlier draft, no longer including Clive of India, Wolfe or a reference to economic changes up to the election of Margaret Thatcher.
- **Maths** will expect more at an earlier age. There will be a requirement for pupils to learn their 12 times table by the age of nine. Basic fractions, such as half or a quarter, will be taught to five year olds.
- **English** will strengthen the importance of Shakespeare, with pupils between the ages of 11 and 14 expected to have studied two of his plays. Word lists for 8 and 9 year olds include "medicine" and "knowledge", by 10 and 11 they should be spelling "accommodate" and "rhythm".
- **Science** will shift towards a stronger sense of hard facts and "scientific knowledge". In primary school, there will be new content on the solar system, speed and evolution. In secondary school, there will be a clearer sense of separate subjects of physics, biology and chemistry. Climate change will also be included.
- **Design and technology** is linked to innovation and digital industries. Pupils will learn about 3D printing and robotics.
- **Computing** will teach pupils how to write code. Pupils aged five to seven will be expected to "understand what algorithms are" and to "create and debug simple programs". By the age of 11, pupils will have to "design, use and evaluate computational abstractions that model the state and behaviour of real-world problems and physical systems".

Barca – Perception



Only half full of a glass of water !

almost a full glass of water!

Barca – Perception of Denmark?

- Little Mermaid
- Kjeldsens Butter Cookie
- LEGO
- Bikes
- Viking

Barca – Perception of China?

Barca – Tiger Moms

Disciplines > Freedom



Issue: 31 January, 2011

Barca – Battle Hymn of the Tiger Mother

"This is a story about a mother, two daughters, and two dogs. This was supposed to be a story of how Chinese parents are better at raising kids than Western ones. But instead, it's about a bitter clash of cultures, a fleeting taste of glory, and how I was humbled by a thirteen-year-old." - Amy Chua

Here are some things Amy Chua would never allow her daughters to do:

- have a playdate
- be in a school play
- complain about not being in a school play
- not be the #1 student in every subject except gym and drama
- play any instrument other than the piano or violin
- not play the piano or violin



Of course no one is perfect, including Chua herself. Witness this scene:

"According to Sophia, here are three things I actually said to her at the piano as I supervised her practicing:

1. Oh my God, you're just getting worse and worse.
2. I'm going to count to three, then I want musicality.
3. If the next time's not PERFECT, I'm going to take all your stuffed animals and burn them!"

Source: <http://amychua.com>

Barca – Guess whom's Schedule

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
8:00							
8:30							
9:00		Swimming		Swimming		Swimming	
9:30							
10:00							
10:30							
11:00							
11:30	Music, Tom lee, Grade 5 theory		Maths	Music, Tom lee, Grade 5 theory	Swimming		
12:00		Chinese					Violin
12:30			English Composition				
13:00							
13:30						Swimming	
14:00							
14:30	Doing homework and studying revision	Doing homework and studying revision	Doing homework and studying revision	Doing homework and studying revision	Doing homework and studying revision		Doing homework and studying revision
15:00							
15:30							
16:00							
16:30							
17:00						Maths	
17:30	Swimming	Swimming	Swimming	Swimming	Swimming		Swimming
18:00							
18:30							
19:00							
19:30							
20:00						Rest Hours	
20:30	Doing homework and studying revision	Doing homework and studying revision	Doing homework and studying revision	Doing homework and studying revision	Doing homework and studying revision		
21:00							
21:30							
22:00							

Current Practice Royal Music Examination Level 5, Distinction

Voline
Hong Kong Age Group Swimming
School Report Result Grade 7
Some Medals
All subject 90+

Barca – Guess whom's Schedule

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
6:30	Wake up	Wake up	Wake up	Wake up	Wake up		
7:00							
7:30							
8:00	School Hours					Doing homework and studying revision	Violin Practice
8:30							
9:00							
9:30							
10:00							
10:30							
11:00							
11:30							
12:00						Violin Grade 7	
12:30							
13:00						Swimming	Doing homework and studying revision
13:30							
14:00							
14:30							
15:00							
15:30	Doing homework and studying revision	English Drama	Doing homework and studying revision	Doing homework and studying revision	Study French	Doing homework and studying revision	Doing homework and studying revision
16:00	Doing homework and studying revision	Swimming	Doing homework and studying revision	Swimming	Swimming	Swimming	Swimming
16:30							
17:00	Swimming	Doing homework and studying revision	Swimming	Doing homework and studying revision	Doing homework and studying revision	Rest Hours	Doing homework and studying revision
17:30							
18:00	Swimming	Doing homework and studying revision	Swimming	Doing homework and studying revision	Doing homework and studying revision	Rest Hours	Doing homework and studying revision
18:30							
19:00	Swimming	Doing homework and studying revision	Swimming	Doing homework and studying revision	Doing homework and studying revision	Rest Hours	Doing homework and studying revision
19:30							
20:00	Swimming	Doing homework and studying revision	Swimming	Doing homework and studying revision	Doing homework and studying revision	Rest Hours	Doing homework and studying revision
20:30							
21:00	Swimming	Doing homework and studying revision	Swimming	Doing homework and studying revision	Doing homework and studying revision	Rest Hours	Doing homework and studying revision
21:30							
22:00	Swimming	Doing homework and studying revision	Swimming	Doing homework and studying revision	Doing homework and studying revision	Rest Hours	Doing homework and studying revision
22:30							
23:00	Swimming	Doing homework and studying revision	Swimming	Doing homework and studying revision	Doing homework and studying revision	Rest Hours	Doing homework and studying revision

2-3 Hours Practice of Violin every week

late lunch or homework or Studying revision before swimming

Only rest section on Saturday night

Barca – Value & Culture Difference

Freedom		Disciplines
Creativity		Practical
Rich		Poor in the past decades
Born to be free		Born to be taking care of Parent when they are old
		Born to increase the productivity

Barca – Small, but Significant: The Children's Wear Market in China

5k shopping mall in Chain, Where should we start first?

Channel of Distribution? Agent, Distribution, Wholesale / Retailer?.....

Single Brand Shop or Multiband?

Do I need big image ready?

Do I need to have a retail concept?



Source:

- 23rd Aug, 2013, <http://fashionbi.com/newspaper/small-but-significant-the-children-s-wear-market-in-china>
- 23rd Aug, <http://daxueconsulting.com/the-market-of-clothes-for-children-in-chin>

Barca – Functional Toys



Barca – Chinese old sayings

bitter first sweet after:

先苦后甜

Taking the bitter becomes the man of the men:

吃得苦中苦, 方为人上人

Barca – Would H₂O be different from China to Scandinavian?

My friend took the drinking water from Iceland to China. He shared the water with me in Beijing. We felt like purify ourselves at my unbelievable circumstance .

To best of my understand: water can only be classified as hard water or soft water.

Barca – Bring your drinks to Harbin?

While my Harbin Trip in Jan, I revealed that only one Starbucks was there. And the Starbucks was adapted to the regional taste. It can be an opportunity or a threat.

Geographical Difference is one of the issues in doing business in China. This is as basic as classifying cities from Tier 1 to Tier 2.

e.g. it is risky to promote Fur in Southern part of China, Guangdong.

Barca – Car Price in China rises to be the most expensive on earth, Thanks for the Richer 2nd Generation.

China Automobile Dealers Association claims that the consumers take partial responsibility. This is because the “Face” issue from the Richer 2nd Generation. The dealer raises the price and the demand does not drop. The it lead the dealer raises the price to 300% or 400% more.

For Land Rover, Ferrier and Porches, the buyers are entrepreneurs, Richer 2nd Generation and Relocatees. In 2010, 50% of the Supercar were bought by the relocatee.



Thank you

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