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.
CHINA
From
“Factory of the world”
To
“Shopping mall of the world”
Lifestyle Shopping Experience

Super Brands

Products

Concepts

Healthy lifestyle
Green
Sustainability
Learning
Relaxed
Harmony in life

Lifestyle
Edutainment
Retail:
Clothes
Food
Interior
Toys

Country based concept
Edutainment
(education + entertainment)

The Scandinavian lifestyle experience
<table>
<thead>
<tr>
<th>1-10 Rating</th>
<th>Women's Fashion</th>
<th>Mens Fashion</th>
<th>Accessories And Jewelry</th>
<th>Young fashion</th>
<th>Streetwear</th>
<th>Outdoor Sport</th>
<th>Sport</th>
<th>Furniture and interior</th>
<th>Special Requests</th>
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</table>
Value Proposition

- Consumer
- Property Developer
- Brand
- Retailer/Franchise Partner
Barca – A Promising Niche Market for Babies’ and Children’s Products

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

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

Global Retail Sales of Products Specified for Babies and Children

(US$ billion)

- Health and Personal Care
- Toys
- Food
- Clothes and Footwear

Barca - Children Raising Path

- 0-3
- 4-5
- 6-12
- 13-18
- 19-23
Barca - The Cost of raising a child

Total Cost: $286,050
[ Not Including College ]
Average cost to raise a kid: US$241,080

By Melanie Hicken, August 14, 2013: 7:28 PM ET
## Barca - Unknown ROI on raising kids

<table>
<thead>
<tr>
<th>Country</th>
<th>Cost</th>
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<tbody>
<tr>
<td><strong>美国</strong></td>
<td>US$240,000-HK$1,860,000</td>
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<tr>
<td><strong>英國</strong></td>
<td>UK$222,000-HK$2,680,000</td>
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<tr>
<td><strong>澳洲</strong></td>
<td>AUS$7,089-HK$49,000-</td>
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<td><strong>中國</strong></td>
<td>Rmb$2,760,000-HK$3,312,000</td>
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<td><strong>香港</strong></td>
<td>HK$4,000,000</td>
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Barca - Win at the starting point
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
"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

Monday:
- 8:00: Swimming
- 9:00: Music, Tom Lee, Grade 5 Theory
- 10:00: Chinese
- 11:00: Doing homework and studying revision
- 12:00: Doing homework and studying revision
- 13:00: English Composition
- 14:00: Doing homework and studying revision
- 15:00: Doing homework and studying revision
- 16:00: Swimming
- 17:00: Swimming
- 18:00: Doing homework and studying revision
- 19:00: Doing homework and studying revision
- 20:00: Doing homework and studying revision
- 21:00: Doing homework and studying revision
- 22:00: Current Practice, Royal Music Examination

Tuesday:
- 8:00: Swimming
- 9:00: Maths
- 10:00: Doing homework and studying revision
- 11:00: Doing homework and studying revision
- 12:00: Doing homework and studying revision
- 13:00: Doing homework and studying revision
- 14:00: Doing homework and studying revision
- 15:00: Doing homework and studying revision
- 16:00: Swimming
- 17:00: Swimming
- 18:00: Doing homework and studying revision
- 19:00: Doing homework and studying revision
- 20:00: Doing homework and studying revision
- 21:00: Doing homework and studying revision
- 22:00: Voline, Hong Kong Age Group Swimming, School Report Result

Wednesday:
- 8:00: Swimming
- 9:00: Maths
- 10:00: Doing homework and studying revision
- 11:00: Doing homework and studying revision
- 12:00: Doing homework and studying revision
- 13:00: Doing homework and studying revision
- 14:00: Doing homework and studying revision
- 15:00: Doing homework and studying revision
- 16:00: Swimming
- 17:00: Swimming
- 18:00: Doing homework and studying revision
- 19:00: Doing homework and studying revision
- 20:00: Doing homework and studying revision
- 21:00: Doing homework and studying revision
- 22:00: Level 5, Distinction

Thursday:
- 8:00: Swimming
- 9:00: Maths
- 10:00: Doing homework and studying revision
- 11:00: Doing homework and studying revision
- 12:00: Doing homework and studying revision
- 13:00: Doing homework and studying revision
- 14:00: Doing homework and studying revision
- 15:00: Doing homework and studying revision
- 16:00: Swimming
- 17:00: Swimming
- 18:00: Doing homework and studying revision
- 19:00: Doing homework and studying revision
- 20:00: Doing homework and studying revision
- 21:00: Doing homework and studying revision
- 22:00: Grade 7, Some Medals

Friday:
- 8:00: Swimming
- 9:00: Maths
- 10:00: Doing homework and studying revision
- 11:00: Doing homework and studying revision
- 12:00: Doing homework and studying revision
- 13:00: Doing homework and studying revision
- 14:00: Doing homework and studying revision
- 15:00: Doing homework and studying revision
- 16:00: Swimming
- 17:00: Swimming
- 18:00: Doing homework and studying revision
- 19:00: Doing homework and studying revision
- 20:00: Doing homework and studying revision
- 21:00: Doing homework and studying revision
- 22:00: All subject 90+

Saturday:
- 8:00: Swimming
- 9:00: Maths
- 10:00: Doing homework and studying revision
- 11:00: Doing homework and studying revision
- 12:00: Doing homework and studying revision
- 13:00: Doing homework and studying revision
- 14:00: Doing homework and studying revision
- 15:00: Doing homework and studying revision
- 16:00: Swimming
- 17:00: Swimming
- 18:00: Doing homework and studying revision
- 19:00: Doing homework and studying revision
- 20:00: Doing homework and studying revision
- 21:00: Doing homework and studying revision
- 22:00: Rest Hours

Sunday:
- 8:00: Swimming
- 9:00: Maths
- 10:00: Doing homework and studying revision
- 11:00: Doing homework and studying revision
- 12:00: Doing homework and studying revision
- 13:00: Doing homework and studying revision
- 14:00: Doing homework and studying revision
- 15:00: Doing homework and studying revision
- 16:00: Swimming
- 17:00: Swimming
- 18:00: Doing homework and studying revision
- 19:00: Doing homework and studying revision
- 20:00: Doing homework and studying revision
- 21:00: Doing homework and studying revision
- 22:00: Rest Hours
Barca – Guess whom’s Schedule

- 6:30: Wake up
- 7:00: Wake up
- 8:00: Wake up
- 8:30: Wake up
- 9:00: Wake up
- 9:30: Wake up
- 10:00: Wake up
- 10:30: Wake up
- 11:00: Wake up
- 11:30: Wake up
- 12:00: Wake up
- 12:30: Wake up
- 13:00: Wake up
- 13:30: Wake up
- 14:00: Wake up
- 14:30: Wake up
- 15:00: Wake up
- 15:30: Wake up
- 16:00: Doing homework and studying revision
- 16:30: English Drama
- 17:00: Doing homework and studying revision
- 17:30: Doing homework and studying revision
- 18:00: Doing homework and studying revision
- 18:30: Study French
- 19:00: Doing homework and studying revision
- 19:30: Rest Hours
- 20:00: Doing homework and studying revision
- 21:00: Doing homework and studying revision
- 21:30: Doing homework and studying revision
- 22:00: Doing homework and studying revision
- 22:30: Doing homework and studying revision
- 23:00: Doing homework and studying revision

- Monday:
  - School Hours
- Tuesday:
  - School Hours
- Wednesday:
  - School Hours
- Thursday:
  - School Hours
- Friday:
  - School Hours
- Saturday:
  - Violin Practice
  - Violin Grade 7
  - Swimming
  - Doing homework and studying revision
- Sunday:
  - 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
<table>
<thead>
<tr>
<th>Freedom</th>
<th>Disciplines</th>
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<tbody>
<tr>
<td>Creativity</td>
<td>Practical</td>
</tr>
<tr>
<td>Rich</td>
<td>Poor in the past decades</td>
</tr>
<tr>
<td>Born to be free</td>
<td>Born to be taking care of Parent when they are old</td>
</tr>
<tr>
<td></td>
<td>Born to increase the productivity</td>
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</table>
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:
Barca – Functional Toys
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 2\textsuperscript{nd} Generation.

China Automobile Dealers Association claims that the consumers take partial responsibility. This is because the “Face” issue from the Richer 2\textsuperscript{nd} 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 2\textsuperscript{nd} Generation and Relocatees. In 2010, 50\% of the Supercar were bought by the relocatee.

Sources: 2:03pm, 21\textsuperscript{st} Aug, 2013, http://hk.apple.nextmedia.com/realtime/finance/20130821/51661348
Thank you

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