



Xinhua Finance Agency
新華財金社

Cross-border investment consulting service

XFA provides investment consulting service for governments and enterprises, including investment consulting, schedule arrangement and image promotion, and helps governments and enterprises to achieve their targets set for cross-border investment.



Assist governments and enterprises to do investment investigations, including



Determine the global position of governments and enterprises as their representatives



Develop in-depth industry reports in partnership with international consulting giants



Prepare risk assessment report for investment in countries along the route of the "Belt and Road"



Help clients determine their regional hub cities and site selection of stores by analyzing UnionPay card payment data provided by UnionPay Advisors



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Provide integrated consulting services for governments and enterprises, including



- One-on-one full services starting from business trip arrangement
 - ▶ XFA can arrange detailed schedules for governments and enterprises in cities/regions where they plan to invest in
 - ▶ or when governments and enterprises are not sure where to invest, XFA can give some best options for clients to choose from
- In domestic cities, XFA can arrange meetings with relevant government departments;
- In overseas areas, XFA can arrange meetings with local government officials with help of local partners
 - ▶ In Europe, XFA cooperates with Germany's largest financial media Handelsblatts to provide services for clients who make investments in Europe
 - ▶ In Asia-Pacific region, XFA connects all major financial and trade institutions around the world via Asianet's network.

Promote the image of governments and enterprises, including

- Promote enterprises in local mainstream media
- Prepare newspaper supplements for enterprises to spread positive views
- Spread brand stories of enterprises in local mainstream websites to establish brand recognition
- Evaluate marketing effect and brand influence via reader investigation

