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A China-focused

International Advisory Firm

以中国为中心的跨国咨询公司



The Beijing Axis

中外商桥咨询服务

Commodities · Capital · Procurement · Strategy
大宗商品 · 跨国投资 · 跨国采购 · 跨国战略



About The Beijing Axis | 关于中外商桥

The Beijing Axis is a China-focused international advisory firm operating in four principal areas: Commodities, Capital, Procurement and Strategy. We provide international clients with integrated and China-specific advisory services that draw upon the company's deep China knowledge. We also act as advisor to our Chinese clients in their international growth strategies. Our services cover various sectors and industries, yet our core focus is on the mining and resources, industrial and engineering sectors. The Beijing Axis was established in 2002, and has offices in Beijing, Perth, Johannesburg, London and Singapore.

中外商桥成立于2002年，是一家专门提供跨国咨询服务的外资公司，这包括两个方面：为外国公司来中国和中国公司走向海外提供服务。我们主要提供四个领域的服务：第一，大宗商品贸易服务；第二，帮助企业进行跨国投资；第三，跨国采购；第四，跨国发展的策略咨询。我们的业务主要集中在矿产、资源、工业以及工程领域。我们在北京、珀斯、约翰内斯堡、伦敦和新加坡均设有办事处。我们秉承低风险和可持续发展的核心价值观，提供的解决方案注重“行动和成功”，而不只停留在“咨询和信息”层面。

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Our Businesses | 我们的业务

Beijing Axis Commodities supports commodity producers with their international marketing efforts and the structuring of off-take agreements, and assists commodity consumers with their procurement efforts in securing supply. We offer comprehensive services across the transaction chain, from origination, negotiation, and structuring to logistics. We can also assist in arranging financing in selected cases.

Beijing Axis Capital provides independent corporate finance advisory and transaction origination services. We have a specialist China-specific approach with extensive international and Africa-specific knowledge and experience. Following a strategic approach, we leverage our China knowledge and global networks to advise clients on cross-border acquisitions, disposals, joint-venture transactions and fund raising.

Beijing Axis Procurement is a China-focused global procurement house providing a comprehensive range of services across the supply chain. We have significant experience in sourcing raw materials, components, engineered equipment, and services from China. We work for clients that are doing large-scale projects and capital expansions, as well as firms that require support with consumable products and spares.

Beijing Axis Strategy provides management consulting services to CEOs and senior executives in the areas of strategy formulation and strategy implementation. We not only support our clients' planning processes but also engage them by means of active interventions to drive implementation initiatives. We have worked with clients across multiple industries, geographies and areas of the value chain.

大宗商品部帮助大宗商品供应商提供国际营销服务并协助其完成长期包销或现货交易，同时协助商品的需求方开展国际大宗采购。我们提供整个交易链的全方位服务，包括：寻找货源、交易策划、合约谈判以及物流支持等，还能应客户的具体要求，提供融资服务。凭借对中国的了解和广泛的国际商务网络，我们正成为大宗商品贸易双方值得信赖的合作伙伴。

跨国投资部为客户提供独立的投融资财务顾问服务，内容包括两个方面：公司财务和兼并收购。作为一支中国本土化的跨国财务顾问团队，我们基于对国际市场尤其是非洲市场的深刻理解和丰富经验，加之广泛的全球商务网络，为客户提供跨国并购、资产出售、合资交易、股权债权融资等顾问服务。我们对客户的需求进行战略分析、对目标对象进行识别和筛选、实行战略营销，并提供全面的交易方案和管理直至交易完成。

跨国采购部提供以中国为中心的全球采购服务，覆盖整个供应链的所有环节。从采购需求和供应竞争力分析开始，我们确定可行性和供应商清单，然后通过尽职调查帮助客户作出最终选择。我们在采购原材料、零部件，资本设备和服务方面经验丰富。我们既可帮助客户从事大型新建项目及扩产项目进行采购，又为维护和运营所需的易耗品和备件采购提供支持。

跨国战略部为公司决策者的战略制定和战略执行提供管理咨询服务，包括市场情报调研、竞争格局及行业分析、策划市场进入战略以及营销交流及合作协助。从策划阶段我们就积极参与，与客户一道完成战略制定，并且从实施的初期，我们就努力推动战略的执行。我们已经成功地地为不同行业和地域的客户提供了战略服务，并使其公司业务得到了战略性的增值。



Industry & Sector Experience | 行业和领域经验

Extractive

- Energy and resources
- Raw material processing and beneficiation
- Agriculture and agri-processing

Industrial and Manufacturing

- Heavy engineering, machinery, and light industrial manufacturing
- Infrastructure (Construction, power, transport)
- Retail, apparel and footwear
- Renewable energy
- Automotive

Services

- Consulting, engineering and professional services
- Financial services
- Logistics
- Information technology and communication

采掘

- 能源和资源
- 原材料加工和选矿
- 农业和农产品加工

工业和制造业

- 大型工程、重型机械和轻工业制造
- 基础设施（建筑、电力和运输）
- 零售、服装和鞋类
- 可再生能源
- 汽车

服务

- 咨询、工程和专业服务
- 金融服务
- 物流
- 信息技术和通讯





Our Publications | 我们的出版物

The China Analyst | 中国分析家

A knowledge tool for executives with a China agenda

面向企业高级管理层介绍中国的英文商务期刊



The China Compass | 中国指南

A dynamic presentation of the latest macroeconomic data for a wide range of indicators, for China as well as the other major world economies

对中国及其他世界经济体最新宏观经济数据的解读



- Combines basic country data with more detailed analysis of a wide range of macroeconomic and social data
- Contains up-to-date statistics, topical themes and insights
- 对国家宏观经济和社会发展的数据分析
- 包含最新统计数据、社会热点和观点分析

Books | 书籍



- Doing Business in China: The System and The Strategies (in English)
- Commissioned by China's Ministry of Foreign Affairs
- 《中国策略》(英文)
- 中国外交部委托
- Invest in South Africa (in Chinese)
- Commissioned by China's Ministry of Commerce
- 《投资南非》(中文)
- 中国商务部委托

The China Sourcing Blog @ www.chinasourcingblog.org | 中国采购博客

An information platform for the procurement and trade industries in China

中国采购和贸易领域的信息平台

Senior Management | 高级管理团队



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