

**S M E - C E N T E R S
A U S T R A L A S I A**

Facilitating International Trade and Building Capability

SME-CENTERS AUSTRALASIA OPERATIONS

LEADING THE WAY

The Executive Team, July 2025

Some Background

The Vision of the SME-CENTER Australasia

To be a leading institution in Empowering and Developing Small Medium Enterprises in the Asia-Pacific region

Enacting the Vision

We aim to realize our vision by facilitating market access and internalization, building management capability and promoting entrepreneurship supported by innovation and financing initiatives combined with sustainable business practices. This will involve:

- Increasing international marketing activities and promotion through sound strategy in entering the global market.
- Establishing strategic alliances between SMEs and large companies or among SMEs
- Searching the International and Domestic market through Electronic Commerce.
- Establishing a secure system of payment and trade financing.
- Barter and counter trade.
- Consulting in formulating information systems, in production technology and in management practices.

International Linking between APEC SME Centers

We aspire to support the goals of all of the SME-CENTERS in Asia Pacific in:

- Establishing a global market information network system interactively, easily, cheaply for the Small Medium Enterprises (SMEs) and acting as a trade facilitation center for both domestic and international projects
- Assisting SMEs in improving their business capabilities in the global market by the application of Information Technology with AI enhancement in promotion, business consultations, transactions,

post transactions, etc.

- Supporting SME Development Stages through education and consulting on a range of business topics

How We Operate

SME-CENTER Australasia, like many other APEC SME Centers is a "virtual center" and networked of registered members that operates both through the resources of its members and through facilitating commercial projects. SME-CENTERS AUSTRALASIA acts as an important commercial facilitator within this network and point of transit for local businesses to develop regional business alliances via other nodes of G-15 economies and other appropriate "Centers of Excellence". As a point of transit, we will accommodate and adapt to various differences between national systems of trade & investment liberalization as well as technology. We establish cooperation and coordination with government, state enterprises, private enterprises, universities, and law enforcement agencies (for security and sovereignty) at a national level as appropriate for specific projects.

We have two modes of operation:

- a long-term informal network of complementary organizations exploring trade and development opportunities supported by our executive team of industry champions.
- a series of shorter-term formal network relationships to address a specific opportunity for members supported by a project "champion", the executive team and participating members

The Concept APEC SME-CENTERS

Individual APEC SME-CENTERS may be set up quite differently. In some countries, a centre may provide a means of government engagement with the SME community to provide total solution for SMEs and receive significant government funding. In another case a centre may complement established government SME support arrangements or structures and operate through Chambers of Commerce. Whatever the working arrangements, including but not limited to Public Private Partnership, Public Implementation Project, all APEC SME-CENTERS provide linkages between individual SMEs that may benefit from working together, provide confidential, commercial linkages with enterprises that can help SMEs develop, and provide a direct range of business and educational services.

In Australasia, there are a variety of government agencies that can help SMEs. The SME CENTER Australasia complements these agencies, working on fee-paying member-driven projects.



The Executive Team

We cooperate to achieve common goals. For such organizations to be sustained, some person or group must be enthusiastic about realizing the vision of the organization or a specific project it undertakes. Some-one must be the “champion”. Some-one must establish and implement member network communication arrangements. There are both relationships and tasks to be managed. Of course, the reward is fulfilling, not just in monetary terms, but seeing projects successfully implemented.

The SME-CENTERS AUSTRALASIA executive team takes responsibility for acting as the “champion” for our long-term informal network that explores possibilities, for establishing communication arrangements and for establishing other elements of infrastructure needed for SME-CENTERS AUSTRALASIA operation using ABC and commercial communicating channels. Members of the Executive Team may also take a role in shorter term projects as SME-CENTERS AUSTRALASIA members

Statement of Confidentiality and Non-Disclosure

This document contains proprietary and confidential information. All data submitted to APEC SME-CENTERS members is provided in reliance upon its consent not to use or disclose any information contained herein except in the context of its business dealings with SME Centers Australasia. The recipient of this document agrees to inform its present and future employees and partners who view or have access to the document's content of its confidential nature.

SME Centers Australasia retains all title, ownership and copy right to the material including all supporting documentation, files, marketing material, and multimedia.

BY ACCEPTANCE OF THIS DOCUMENT, THE RECIPIENT AGREES TO BE BOUND BY THE AFOREMENTIONED STATEMENT

1. Services

1.1 Bronze Member

Available Services and Descriptions

The APEC SME-CENTERS portfolio is designed to provide targeted investment, marketing and management services to the SME-CENTERS AUSTRALASIA members envisioned an opportunity to expand business in Chinese market to increase their potential for success.

APEC SME-CENTERS seeks to help our members at various stages of development. Our services include four major categories:

- 1.1.1 Investment consultation;
- 1.1.2 Human resource services;
- 1.1.3 SMEs to SMEs facilitation for collaboration;
- 1.1.4 Marketing Survey, and Business Intelligence gathering

2. Silver Member

Members enjoy the following benefits;

Service Type	Items	Description
Investment Consultation	Industry/Marketing Survey	SME-CENTERS Australasia has alliances with marketing research companies throughout the country, China, and Indonesia that meet our high standards in terms of their facilities, staff and capabilities. Through these alliances we are able to effectively manage any type of industry and marketing survey project to best meet the needs of our members.
	Industrial/Statistic Report	SME-CENTERS AUSTRALASIA has developed relationships with Chinese, Indonesian, and Australian Bureau of Statistics at various government levels, as well domestic and international authoritative organizations to provide the latest industrial/statistic report to satisfy the demands of our members.
	Project Background Investigation	Proper project background investigation helps minimize business risks. Through the network of SME-CENTERS AUSTRALASIA reaching to the administrative agencies for Administration of Exchange Control, Chambers of Commerce, Industrial & Commercial Administration, Finance, Public Security, Taxation, as well banks etc., we are capable to implement a comprehensive investigation and produce reports featuring risk prediction, legal opinions on investing, contracting and operating, as well other specific requirements from the members.
	Selection of Investment Site location	SME-CENTERS AUSTRALASIA-AUS provides a range of confidential and customized services to members interested in establishing or expanding their base in China and selects the most competitive investment site locations adapted to the sustainable development of members.
	Selection of Chinese Investment Partner	This service includes information to assist in candidates screening, assessment and determination of Chinese investment partner. In addition, SME-CENTERS AUSTRALASIA provides intermediary support for business
	Domestic Enterprises Credibility Investigation	SME-CENTERS AUSTRALASIA works with associated attorney team to investigate the credibility of domestic enterprises and produces report featuring proprietary aspects covering history of company lawsuits, administrative violation records, veracity of company performances etc., as well other special demands from the members on a case-by-case basis.

Service Type	Items	Description
Investment Consultation (Cont.)	Company registration	SME-CENTERS AUSTRALASIA works as a intermediary agent to assist members with company registration for various type of companies.
	Legal Consultation	The subordinate Legal Affairs Division of SME-CENTERS AUSTRALASIA provides legal services including drafting contracts, articles of association
HR	Recruitment	SME-CENTERS AUSTRALASIA operates as facilitator to assist members with employee recruitment, including recruitment information distribution via various channels, candidates screening, interview, staff orientation, probation assessment and recruitment effect evaluation etc. A mass-campus recruitment could be organized for group of members in need of employment of graduates upon the requests by more than five members.
	Training and Professional Institutions	SME-CENTERS AUSTRALASIA works closely with associated training institutions to provide training in technology, language and services with effective training process including needs assessment of customer, placement test for trainees, syllabus design, teaching quality control and feedback, as well achievement test and result evaluation. We established/founded Forum Biometric Indonesia to leverage and optimize our expertise in public safety and security arena.
	Employee Social Insurance	SME-CENTERS AUSTRALASIA operate as a facilitator to assist members with establishment of Corporate Employee Social Insurance System, including application of corporate social insurance account, account Initialization and settlement of employee social insurance etc.
Corporate Management	General Services	The subordinate General Services Division of SME-CENTERS AUSTRALASIA helps the members in daily operations and management with a turnkey solution including office administration, accounting and taxation, company annual check, customs affairs management, application and maintenance of business qualifications, customer relationship management, company monthly news release, as well other special demands from the members.
	Legal Consultation	The subordinate Legal Affairs Division of SME-CENTERS AUSTRALASIA assists with the services on drafting or revision of commercial contracts, contract assessment, participating in the business negotiation, testimony, examining the standing of the borrowers, risk mitigation on disputes in all stages of the business cycle.

Service Type	Items	Description
Marketing & Business Promotion	Business matching	Taking advantage of APEC network and recognition from Chinese, Indonesian and Australian government, SME-CENTERS AUSTRALASIA has a comprehensive understanding of businesses, industries, chambers of commerce by sharing the member databases of Chinese, Indonesian, and Australian companies, we are able to provide impeccable business matching services to assist members in establishing fruitful commercial cooperation with enterprises in these countries.
	Business Leads Subscription	Our marketing and business promotion capabilities are a successful blend of experienced project management and outstanding marketing agents in most of major cities of China, e.g. Beijing, Chongqing, Shanghai, Shenzhen and Suzhou. SME-CENTERS AUSTRALASIA provides business leads of various industry proactively upon subscription of members so as to enhance success of business.
	Business negotiation	SME-CENTERS AUSTRALASIA works with associated attorney team to accept the engagement from the members to undertake the case of business negotiation, including business proposal preparation, products/services demonstration, project follow-up, as well contract preparation etc.
	Sales Call Arrangement	Through the network of SME-CENTERS AUSTRALASIA and SMEs' member database, we are capable to arrange sales call/blitz adapted to members' sales plan, including potential clients assessment, sales call schedule, appointments arrangement, acknowledgement after-visit and project leads updates, as well other special demands from the members.
	Event planning and organization	SME-CENTERS AUSTRALASIA is experienced in event planning and organization benefiting from long-term cooperation with CISIS as an event planner and operator. Our exceptional focus team and adequate resources and our experienced staff, are able to accommodate members' requests to assure the success of the event.

3. Services

Gold Members enjoy all the above services as well as the following new services

Service Type	Items	Description
Investment Consultation	OECD, Chinese EXIM and EFIC Funding Facilities	SME-CENTERS AUSTRALASIA has developed a collaborative relationship with Department of Capital Account of SAFE (State Administration of Foreign Exchange) Australasia Branch to regulate the Policy and Procedures on Foreign Investment Enterprise to Utilize OECD, Chinese EXIM, EFIC Funding Facility in Australasia under the prevailing laws, which could assure effectiveness and accountability for SME-CENTERS AUSTRALASIA members utilizing of foreign fund. This service includes interpretation of policy and procedures, design of investment plan, preparation of legal and government required documents, processing of SAFE formalities, processing relevant formalities of banking, accounting and taxation etc.
	Domestic Financing	SME-CENTERS AUSTRALASIA has alliances with local banks, private funds as well as investment companies that meet our high standards in terms of their accountability, reputation and capabilities to assist SME-CENTERS AUSTRALASIA members in domestic financing.
	Corporate Merger and Acquisition	SME-CENTERS AUSTRALASIA-AUS works with associated attorney team with experienced lawyers to assist SME-CENTERS AUSTRALASIA members in corporate merger and acquisition case.
	Corporate Pre-listing Tutoring	SME-CENTERS AUSTRALASIA works with government certified law offices and securities companies to provide corporate pre-listing tutoring to best meet the needs of SME-CENTERS AUSTRALASIA members.

Corporate Management	Government and Private Funds Application	Relying on SME-CENTERS AUSTRALASIA's in-depth understanding of correct political orientation and know-how of various government funds, our team commits to quality, service and result to members in application of government and private funds, including action plans tailored to individual needs, preparation of application materials processing of application as well as processing relevant formalities of banking, accounting and taxation etc.
	Application of Business Qualifications	SME-CENTERS AUSTRALASIAN team has the experience and ability to effectively assist the members to obtain important business qualifications applied to its business operation in China, Indonesia, and Australia while conserving valuable time and resources.
	Application of Foreign Direct Investments	We assist with the entire process of applying for Foreign Direct Investment in China, Indonesia and Australia. To ensure that the process is smooth, secure and transparent we engage third-party legal entity to audit the entire process for legal legitimacy.

2. Strategy and Implementation Summary

2.1 Value Proposition

The APEC SME Centers Australasia (SME-CENTERS AUSTRALASIA) has outlined a four-stage strategy for expanding its services and operations. As SME-CENTERS AUSTRALASIA expands its offerings, it will constantly focus on finding new ways to help our members become more successful in domestic and international market.

Stage One: Domestic Market Penetration

SME-CENTERS AUSTRALASIA team will work with its alliances as well as its proactively facilitating projects in major economic cities to assist the members in starting and moving towards the right direction and meet the market demand.

Stage Two: Expansion of SME-CENTERS AUSTRALASIA's Marketing Agency

As our team gains experience working together across time zones, SME-CENTERS AUSTRALASIA will open up additional offices in other cities and provinces to further expand the business network and provide more "points of local contact" to best meet the needs of our members.

Stage Three: Introduction of New Services

The involvement of new partners would, bringing new resources and project know-how, potentially allow us to offer new services to our members.

Stage Four: Evolution of Business Operations

As SME-CENTERS AUSTRALASIA expanding its global network and ultimately it will evolve to create alliances with the involvement of financial institutions, enterprises as well as governments agencies to serve as solid platform to reinforce the capacity of SMEs.

SME-CENTERS AUSTRALASIA's members looking for opportunities to increase their commercial opportunities to succeed in China, Indonesia and Australia, we offer services custom designed to improve overall business execution with focus exclusively on implementing concrete, practical, short-term actions designed towards mid and long-term successful outcome.

DIFFERENTIAL ADVANTAGE

The SME-CENTERS AUSTRALASIA will create a value proposition based on the following differential advantageous strategies:

- Focus on helping SMEs members to start optimizing business opportunities right direction;
- Practical, actionable, short-term marketing and long-term business strategies to help;
- Local representatives with knowledge and expertise with minimized costs;
- Broad skill base to support our members at various stages of development.

2. Strategy and Implementation Summary

2.2 Marketing Strategy

2.2.1 Pricing Strategy

With a shortage of available talent plus the typical budget pressure usually associated with SMEs in their initial business investment in the domestic market, SME-CENTERS Australasia can provide a cost-effective alternative to obtaining highly-skilled marketing, management and strategy resources. SME-CENTERS AUSTRALASIA will work on a flexible pricing structure to accommodate various business requirements of members individually.

Fixed Price: SME-CENTERS AUSTRALASIA will determine the standard annual membership fee of USD\$ 5,000 for Gold members for the budget-conscious members.

Contingent Fee Retainer: SME-CENTERS AUSTRALASIA will work with our attorney team as "local representative" for the members on a project basis, to participate in the project from obtaining of project leads joint venture funding, from contract negotiation to the conclusion of a business deal. SME-CENTERS AUSTRALASIA will hence charge the contingent fee calculated as a percentage of hierarchy, subject to the difficulty and complexity of the project, of the gain obtained from the member.

2.2.2 Distribution Strategy

We are expanding into other regions where we already have marketing agent presence, such as Dalian, Shanghai, and Suzhou etc. Our locations and focus will expand as we add new marketing executives to our talent pool.

2.2.3 Promotion Strategy

We will use our existing network to promote the services of SME-CENTERS AUSTRALASIA at initial stage. Taking advantage of APEC SMEs platform and formal recognition of APEC organizations by China, Indonesia and furthermore, the Master Agreement on comprehensive investment and development with Dalian Huayuankou local government, we will be able to approach domestic small and medium enterprises based on the shared CRM database of CISIS in our focused regions.

Benefiting from our strong capability and experiences of event organization, as well as long-term cooperation with CISIS, we are able to get increased exposure by participating or organizing seminars, forums and exhibitions.

In every method of communication, SME-CENTERS AUSTRALASIA will constantly reinforce our differential advantage:

- Focus on helping SMEs members to start moving in the right direction;
- Practical, actionable, short-term marketing and business strategy help;
- Local representatives for availability and minimization of costs;
- Broad skill base to support our members at various stages of development

2. Strategy and Implementation Summary

2.3 Milestones

2.3.1 Milestones and Schedule

The milestones and schedule outlined below combine APEC SME Centers Australasia's strategy and execution plan.

2.3.2 Objectives

The SME-CENTERS Australasia is positioning itself for steady, sustainable growth. Forming long term, strategic partnerships with domestic governments, as well as national and international capitals either for loans or venture will further the mission of SME-CENTERS Australasia by filling the marketing pipeline with targeted members. An established loans or venture capital relationship will also open up new resources and, materially impacting operations and service offering. We strive to achieve 100% member's satisfaction in all projects undertaken; consequently, a significant percentage of members and projects will be generated from existing clientele. Expansion of SME-CENTERS Australasia marketing agency will always be driven by members' needs. Geographic and service offering expansion will leverage existing members' needs.

Summery:

- Steady growth;
- Government relationship;
- Loans or venture capitals partnership;
- 100% members satisfaction;
- Members' loyalty;
- Logical expansion of both services and locations

2.3.3 Major Milestones

These milestones demarcate the growth of SME-CENTERS Australasia and serve as a progress report of how well we execute our strategy, vision, and business model.

- Incorporation: established SME- CENTERS Australasia in the cities of, China, Indonesia, and Australia as well as the Pacific, with legally represented by SME CENTERS Australasia as a going concern;
- Service center: fully furnished office to facilitate the members' needs of "points of local contact" in China, which has been established by Australasia Biometric Consortium in Dalian, and Shanghai in China;
- Strategic relationship with capital firm: deepens sales pipeline, expands resources and strengthens position within small and medium business community in domestic and international market;
- Service expansion: signifies member satisfaction and demand for greater breadth of service; Geographic expansion: demonstrates regional and national need for members business expansi

2.3.4 Schedule

The schedule below plots the SME-CENTERS Australasia's execution timeline by combining strategy and objectives with our milestones and execution schedule, the SME-Centers vision could be fulfilled.

Members of the SME-CENTERS Australasia should observe the project timeline mutually agreed upon within their respective Joint Venture Agreements.

To assist our SME-CENTERS AUSTRALASIA, we will dedicate a Project Manager to supervise and assist our members in project implementation.

You will be contacted for confirmation of the Project Manager allocated to your project(s).

Once you have accepted this SME-CENTERS AUSTRALASIA Member Document, kindly confirm that your company name, address, contact details are correct, with the right amount of payment according to the categories of membership selected; i.e. Gold, Silver or Bronze, using our online website; www.australasiabiometricconsortium.com, we will incorporate the Joint Venture Company for your project(s)

3. Operations

Primary Office of SME CENTERS Australasia in SINGAPORE

16 Raffles Quay, #16-02, Hong Leong Building, Singapore 048581,
Phone: 65 65353382 (Accountant Hadjar Ramli)
Fax: 65 6535 399

Australia
18 Wisdom Street, Connells Point, NSW 2221, Australia
Ph: 61 2 85404786

