

Liu Yi

Marketing Campaign in China case

MHG Systems

Bachelor's Thesis

Information technology


May 2010



MIKKELIN AMMATTIKORKEAKOULU

Mikkeli University of Applied Sciences

DESCRIPTION

 <p>MIKKELIN AMMATTIKORKEAKOULU Mikkeli University of Applied Sciences</p>		Date of the bachelor's thesis May 28, 2010
Author(s) Liu Yi	Degree programme and option Information Technology	
Name of the bachelor's thesis Marketing Campaign in China case MHG Systems		
<p>Abstract</p> <p>MHG Systems is a bio-energy ERP provider worldwide, but it has not operated in Chinese market so far. The aim of the thesis is to make a market campaign in China case. Find required partners and clean energy projects which are suitable for the service of MHG Systems.</p>		
Subject headings, (keywords) MHG Systems, Marketing campaign, China case, Bio-energy ERP.		
Pages: 53	Language English	URN
Remarks, notes on appendices		
Tutor Matti.koivisto		Employer of the bachelor's thesis Mikkeli University of Applied sciences

CONTENTS

1	INTRODUCTION.....	6
1.1	Explanation of the final thesis	6
1.2	The content of the thesis.....	6
1.3	Introduction of the company	7
2	ENERGY UTILITIES AND PROJECTS	7
2.1	Market Potential	7
2.1.1	Capacity of feedstock-base	7
2.1.2	Capacity of Chinese forest	7
2.1.3	Biomass fuel production	7
2.2	Government strategy and policy support.....	8
2.2.1	Biomass energy policy	8
2.2.2	Government policy	9
2.2.3	Province policy.....	9
2.3	Energy utilities and projects	10
2.3.1	Projects of China Biodiesel International Holding	10
2.3.2	Projects of Tian Guan group	11
2.3.3	Projects of Jilin fuel Alcohol Company limited	12
2.3.4	Projects of Hefei Tianyan Green Energy Development Co., Ltd.....	12
2.3.5	Project of He Nan Province Xin Pu Straw Power Limited	13
2.3.6	Projects of Hubei New Energy Power Co., Ltd	13
2.3.7	Projects of Liuzhou Minghui Biofuel Co., Ltd	13

2.3.8	Projects of Zhejiang Dongxiang Energy CO., LTD.....	14
2.3.9	Projects of Long Yuan Power.	14
3	SERVICE PROVIDERS AND THEIR COMPETITIVE STRENGTH	15
3.1	Introduction.....	15
3.2	The standard elements to get best-match-partners.	15
3.3	UFIDA	16
3.3.1	The introduction of UFIDA.....	16
3.3.2	Industry position and brand..	16
3.3.3	Technology and Research.	16
3.3.4	Marketing Channel	17
3.3.5	Products Line	17
3.3.6	Possible Cooperation with MHG	17
3.4	Kingdee International	18
3.4.1	The introduction of Kingdee	18
3.4.2	Industry position and brand	18
3.4.3	Technology and Research	18
3.4.4	Marketing Channel	19
3.4.5	Products Line	19
3.4.6	Possible Cooperation with MHG	20
3.5	SAP China	21
3.5.1	Introduction	21
3.5.2	Industry Position and Brand	22
3.5.3	Technology and Research	22
3.5.4	Marketing Channel	22

3.5.5	Products Line	23
3.5.6	Possible Cooperation with MHG.....	23
3.6	Other Companies.....	24
3.6.1	Oracle China	24
3.6.2	Inspur China	24
3.6.3	Digital China Holdings Limited	25
4	CHINA MOBILE HARDWARE USER-ENVIRONMENT	26
4.1	Chinese language	26
4.2	Mobile phone operating systems in China.....	28
4.3	Cost of mobile internet	31
5	MHG TEAM “KISS-PROMOTON" MATERIAL	32
5.1	Marketing promotional materials.....	32
5.2	MHG website	32
5.3	Chinese material	34
5.3.2	Modules of MHG ERP	36
5.3.3	MHG mobile and tracking service.	38
5.3.4	Company profile document.	40
5.3.5	MHG field work and mobile service.	43
5.3.6	Feedstock	44
6	DEALING WITH MHG'S POTENTIAL CUSTOMERS	47
6.1	MHG's project strategy	47
6.2	Guodian case	47

6.3 Other cases48

7 CONCLUSION49

1 INTRODUCTION

1.1 Explanation of the final thesis

China is a huge market. To succeed in sales any start-up has to focus on specific product, service and geographic and territorial area. Also MHG Systems as a provider of MHG Bioenergy ERP Service has to take these facts into account when planning and implementing marketing and sales strategy in Chinese market.

Furthermore, to create a complete end-to-end solution various service providers are needed. To make a successful business concept and gain a market-leader position fast in such a niche-business MHG must be able to create a reliable partner network. The aim of the thesis is to identify required partners, service providers and clean energy projects in China.

1.2 The content of the thesis

Like all research projects my thesis includes different parts or steps. The main steps of the process are:

---- A survey of energy utilities and projects going on the following fields feedstock-based power, heat, biodiesel and similar production feedstock-based power, heat, biodiesel and similar production (up-date of work training report).

---- A survey of service providers and their competitiveness to serve as best-match-partners in order to provide MHG Bioenergy ERP Service in various parts of China (operators, maps etc.).

---- Planning and implementation of “KISS-promotion material” for target groups. This work is done together with the employers of MHG Systems. (main benefits presented in understandable way matching with Chinese culture and decision making style for example).

---- A survey of mobile hardware options in order to provide MHG Bioenergy ERP Service in challenging user-environment (Chinese language, reliability, use ability, cost effectiveness etc.).

---- Contacting the most potential projects/customers with help of FECC to introduce the MHG Service and ask their interest to pilot or buy the service (FECC is a Finnish Environmental Cluster for China, focus on promoting the development of cleantech industry for Finland).

---- Dealing with MHG's potential customers.

---- Designing a business case together with FECC.

The thesis requires a close co-operation with FECC and its project organization (Finnish Cleantech Industry Promotion). Hosting Chinese visitors and media in Mikkeli is a part of the thesis. This approach helps me to understand the complexity of required communication as well as marketing and selling tactics and strategies resulting in prosperous business in clean energy production for MHG Systems.

1.3 Introduction of the company

This thesis is done for MHG Systems, MHG Systems Ltd is one of the world's leading suppliers of bioenergy ERP systems. The company utilises its partner network to produce customer-oriented IT and map service solutions designed for developing bioenergy and forest energy, and field work business operations. MHG Systems is headquartered in Finland, at the heart of one of Europe's most heavily forested areas, from where the company offers its services to customers around the world. [URL1]

MHG Systems offers its customers an MHG ERP and MHG Bioenergy ERP system and also consultation and training services on bioenergy and forest energy business operations, and field work management. In addition to the aforementioned, MHG Systems provides its customers with its know-how on modern IT technologies, mobile technology and geographical data. It also offers a technology platform which it has developed in-house [URL1].

2 ENERGY UTILITIES AND PROJECTS

In this chapter I will introduce the capacity of feedstock material, Chinese forest and biomass fuel production.

2.1 Market Potential

2.1.1 Capacity of feedstock-base

According to China's energy development trend. The biomass electronic power will become 5.5GW in China, bio fuel will become 2 million tons ,biogas utilize capacity will become 19 billion cubic meter ,biomass solid fuel will become 1million tons until 2010.And biomass installed capacity will become 30 GW,biomass fuel will become 10 million tons biogas annual utilize capacity will become 40 billion cubic meter biomass solid fuel will become 50 million tons biomass annual utilize capacity will account as 4% of one time energy consumption capacity until 2020 [URL2].

2.1.2 Capacity of Chinese forest

According to "the World's Forests 2005" report , the world's per capita forest area is 0.6 hm², while for China is only 0.1 hm². "People's Daily Forum" claims that : China's per capita forest area is 1 / 5 of the world's average.The forest coverage is 18.21% in 2005. If China's per capita forest area increased by 1 times to per capita 0.2 hm², forest coverage rate must reach over 30%. The reality is that, even China plant trees at all the planned forest land, China's forest coverage can reach 28% [URL3].

2.1.3 Biomass fuel production

Today grain is no longer as raw materials of biomass fuel production. China's national strategy is that biomass production should be turned into fuel ethanol with sweet sorghum, cassava, sweet potato as raw materials, especially suitable for saline-alkali land, wasteland and other low-quality and climate-arid areas.

Although China has a large number of saline-alkali land, cultivable wasteland and other land-poor to plant sweet sorghum, and a large number of barren hills and slopes *Jatropha* oil plants such as trees and pistache can be planted, there is a lack of reasonable land-use assessment and scientific planning approach. At present, although a number of *jatropha* and other oil-bearing plants have been planted in the southwest region, but the scale is not enough to support large-scale production of biodiesel.

Therefore, biomass fuel resource is a critical factor that constraint the implementation of large-scale development of biomass fuels [URL4].

2.2 Government strategy and policy support

2.2.1 Biomass energy policy

China will do its best to cultivate more than 13 million hectare special biomass forest until 2020. Then it can provide almost 6 million tons biodiesel and 12 million KW capacity annual wood material and biomass forest market share will account more than 50% of the total objective of biomass development in China [URL5].

From the policy perspective, China's biomass energy development direction will adhere to the non-grain-based principle. In September 2007, the National Development and Reform Commission issued guidance, requiring no longer launch new fuel ethanol projects using corn as the main raw

material. Meanwhile in the "bio-ethanol fuel and motor gasoline" of the Eleventh Five-year Development Plan", clearly point out that government support the use of cassava, sweet sorghum, straw and other non-grain raw materials to produce fuel ethanol [URL6].

The National "Eleventh Five-Year" Plan also proposed that "speed up the development of biomass energy sources, support the development of straw, waste incineration and landfill power generation, construction of a number of straw power plants and forest wood power plants, expand the biomass solid briquette, fuel ethanol and bio-diesel production capacity. " [URL7].

Obviously, in China the forestry bio-energy development is gradually taken seriously by government bio-energy industry will be further developed in a long-term.

2.2.2 Government policy

Chinese government has decided to set up a new "smart electronic network "to let the power from biomass and other renewable energy can be used by all the people in future .Meanwhile,chinese government itself invests 10 billion to set up a company named China energy conservation investment corporation to promote energy conservation and environment protection industry and make sure that the policy and strategy will be surely implemented [URL8].

In order to ensure the steady development of biomass energy industry, the Chinese government issued a series of laws, regulations and policies and measures to actively promote the development and utilization of biomass energy. The People's Republic of China Renewable Energy Law, which in force from January 1, 2006, clearly define and confirm the China government effort to stimulate the development of wind energy, solar energy, hydro power, biomass, geothermal energy, ocean energy and other renewable energy sources in order to protect the needed energy security of the whole society [URL9].

2.2.3 Province policy

Most of the provinces are interested in new energy industry especially when the price of petroleum rise higher and higher .Thus they have created some important policies to pomote the development of the industry. For instance Heilongjinag province decide to develop the biomass energy as a strategical stratagy industry.Jiangxi province has closed all the coal companies similarly .ShanXI province is planning to start 14 bioenergy projects until 2010 [URL10].

2.3 Energy utilities and projects

In this section i will introduce some important Chinese bioenergy companies and their projects .Naturally it is not a comprehensive list but gives a good snap shot of major companies.

2.3.1 Projects of China Biodiesel International Holding

China Biodiesel International Holding Co., LTD, incorporated in British Virgin Islands (registration number: 681276), is an international renewable energy corporation focusing on bio diesel R&D, manufacturing, marketing and investment. With the successful placing and admission to London Stock Exchange in June, 2006, China Biodiesel is using the international capital to support the development of biodiesel industry, and enjoy Chinese rapidly-growing biodiesel market actively.

The leading product of the company is biodiesel, a renewable, non-fossile fuel alternative to mineral diesel. It is produced from a variety of oils including used cooking oil or any animal or vegetable oils in origin. Compared with mineral diesel, biodiesel burns more efficiently and discharges less carbon monoxide than fossile diesel. Nowadays, it is also a good substitute for many petrochemical materials. Due to the great demand from the market, the company expect great profitable development [URL11].

For the time being, there are two core production bases: Longyan Zhuoyue New Energy Development Co., Ltd. and Xiamen Zhuoyue Biomass Energy Co., Ltd., both located in Fujian Province, South China. The company has a technical center, which has capability of scientific R&D.

The center focuses on the R&D of transferring waste animal and plant oils to biodiesel. Moreover the company succeeded in developing some unique techniques of production and holds some patents nowadays. The company is the first one to realize the industrialization of biodiesel in China, and is becoming a leading enterprise in this area.

Due to the leading advantage in techniques, China Biodiesel is playing an important role in China's biodiesel industry. For the past few year, CBI has taken several national important projects to promote the development of biodiesel industry, such as the National Key State Torch Project, the Chinese National 11th Five-year Plan, and etc. The company is also getting much support from the government, including some governmental subsidizes and several favourable tax policies [URL12].

2.3.2 Projects of Tian Guan group

Henan Tianguan Enterprise Group Co., Ltd, which is located in the historical cultural city—Nanyang, is one of the 50 most important fast-developing enterprises Group in Henan province. Tianguan is one of the four enterprises authorized by national government to produce fuel ethanol, and one of the main enterprises of the state new energy and high technology industry base, It is also the only national recycle economy demonstration enterprise in the alcohol industry and the only enterprise approved to establish postdoctoral center in alcohol industry. There are more than 5000 workers in the company and the total assets reach RMB5.9 billion. Tianguan has 3 manufacturing factories, 2 wholly owned subsidiary companies, 8 holding subsidiary companies, 4 joint stock companies, 1 national class engineering technical center and one provincial biofuel engineering technology research center [URL12].

Tianguan Group owns the biggest wheat milling processing production line in China with capacity of 1,050 thousand tons per year, the biggest wheat gluten production line in the world with capacity

of 60 thousand tons per year, the biggest production capacity of 500 thousand tons of fuel ethanol and 180 thousand tons of qualified ethanol, and the biggest industrial biogas plant in Asia.

The products involve seven categories such as bioenergy, biochemical engineering, organic chemical products, fine chemicals, industrial gas and electric power. The main products of the company include more than 40 products such as fuel ethanol, edible alcohol, wheat gluten meal, fully degradable plastics, glacial acetic acid, acetate, DDG feed, carbon dioxide bio-gas, etc. With the operation of Tianguan Luohe company stock-controlled by Tianguan Group. The Group's annual sales revenue will reach RMB 4.6 billion yuan, and its taxes and profits will reach 0.2 billion yuan [URL13].

2.3.3 Projects of Jilin fuel alcohol company limited

Jilin Fuel Ethanol Co., the first large-scale fuel ethanol producer in China and Asia's largest developer of corn and biochemical technology, is located in Jilin Economic & Technological Development Zone in JiLin City, The company's first production line was officially launched 2003. The main products and production capacity are

- Fuel ethanol 40million tons /year.
- Lees protein feed (DDGS) 32tons / year.
- Corn oil 2.25tons / year of ethyl acetate 5tons / year.
- Processing and conversion of cor each year 126 tons .

The company continues to explore the domestic and foreign advanced technologies and processes and it has been able to developed a unique proprietary technology and processes. The leading product of the company fuel ethanol and the operations of the company has been successful and it has created social and environmental benefits to the Chinese People [14].

2.3.4 Projects of Hefei Tianyan Green Energy Development Co., Ltd

Hefei Tianyan Green Energy Development Co., Ltd is a feedstock based high-tech corporation specialized in exploring green sources and manufacturing green products. Founded in 1999, Tianyan has been applied to the design and construction of green sources engineering. Market occupation ratio of product has been over 50%, covering Beijing, Tianjin, Anhui, Hebei, Shandong, Guangxi, Guizhou, Gansu, Northeast China and so on, as well as exported to Italy, Japan, Thailand, Malaysia, etc.

Tianyan mostly develops and produces four products including centralized gas supply unit of biological substance gasification, power generator unit of biological substance gasification (fixed bed, fluid bed), heat supply of biological substance gasification and straw molding machine of biological substance [URL15].

2.3.5 Project of He Nan Province Xin Pu Straw Power Limited

Xin Pu Straw Power Limited is a feedstock based bio company located in San Straw in North China Plain, The land in that field is fertile and rich in wheat, corn, soybeans, and cotton.

The company has started a $2 \times 12\text{MW}$ cogeneration project. The total investment of this project is 200 million yuan and it covers an area of 11.73 hectares. This project was started on October 31, 2006 and it was approved by Henan Development and Reform Commission. As mentioned above, the scale of construction is $2 \times 12\text{MW}$ generating units, $2 \times 75\text{T} / \text{H}$ in the temperature, and it uses wheat, corn, cotton stalks as raw materials, the estimated annual consumption of about 160,600 tons of straw. This project will resolve the air pollution caused by burning straw, but also to solve the poor quality of fuel energy conversion. It also supports regional development such as the annual increase in income for farmers 5,000 yuan [URL16].

2.3.6 Projects of Hebei New Energy Power Co., Ltd

Hebei New Energy Power Co., Ltd. is a professional dedicated to the development of renewable energy use and cut carbon development in high-tech enterprises. It was established in June 2006. The company's main operations include: direct-fired CFB boiler straw, straw blast furnace feed and straw fuel delivery system so compact shape, with a number of proprietary technologies and patents as well as strategic partnership with Chinese Academy of Sciences, Datang Power Ma Tau power plant, in Cotton industrial companies and groups such as Malta, Spain. The company wholly owns Guantao Thermoelectric Co., a new energy and biomass company [URL17].

2.3.7 Projects of Liuzhou Minghui Biofuel Co., Ltd

Liuzhou Minghui Biofuel Co., Ltd covers an area of 3.335 hectares. It has invested 65 million yuan in Guantang Industrial Park to build a bio-diesel production line with the capacity of 100,000 tons per year. Liuzhou Minghui Biofuel Co., Ltd. is a high-tech enterprise registered in Guantang Industrial Park, Guangxi Liuzhou High-Tech Zone in July, 2006. It is mainly engaged in the production, marketing, recycling treatment and utilization of waste animal and plant oil (swill oil, plant oil residue, etc.) and of production techniques R & D.

Aiming at advancing the industrialization of green and recyclable energy, Liuzhou Minghui Biofuel Co., Ltd. is devoted to the R&D and industrialization of production techniques of biomass energy based on market operation. they produce drainage oil, animal oil and plant oil [URL18].

2.3.8 Projects of ZheJiang DongJiang Energy CO., LTD

ZheJiang DongJiang Energy CO., LTD was founded in 2006, with total investment of RMB 160 million and the registered capital of USD 20 million. The company mainly produces biodiesel,

glycerin, surface active agent, plasticizer, innocuous solvent, and vegetable asphalt rubber converting agent, etc. The first stage project has an annual capacity of 50,000t B100 biodiesel and 300,000t B2 biodiesel, and 20,000t top-grade grease chemical materials. Especially, the biodiesel is a clean fuel which takes the waste animal and plant oils, etc. the recovery biological sources as raw material, and can replace the diesel oil. As a novel clean energy, the diesel has the advantages of innocuity, safety, and energy conservation, etc., so more importance is attached to the diesel around the world [URL19].

2.3.9 Projects of LongYuan Power

Donghai Longyuan Straw Power Generation Project, the first demonstrative biomass power generation project of Longyuan Group, was formally put into production in June 2008. In the project, simply discarded crop straws are used as fuel and the combustion pattern with a bundle of fuel directly put into the furnace that was independently developed with domestic technologies has been adopted for the first time. About 180,000 tons of crop straws will be consumed annually, and the discharge of carbon dioxide can be thus reduced by 118,000 tons. It is an environment-protecting and energy-saving project that has really integrated social benefits, environment-protecting benefits, and economic benefits.

[URL20].

3 SERVICE PROVIDERS AND THEIR COMPETITIVE STRENGTH

3.1 Introduction

The aim of the chapter is to make a survey of service providers and their competitive strength to serve as best-match-partners for MHG Bioenergy ERP Service in various parts of China (operators, maps etc.).

3.2 The standard elements to get a best-match-partners

In this part I list 6 main ERP operators in China and analysis their competitiveness to get the best-match-partners to promote MHG bioenergy ERP business in China. I will focus on following characteristics of the company:

---- Introduction of the aimed company.

---- Industry Position and Brand.

---- Technology and Research.

---- Marketing Channel.

---- Products Line.

---- Possible cooperation with MHG.

3.3 UFIDA

3.3.1 The introduction of UFIDA

Founded in 1988, UFIDA Software Co., LTD, is a leading supplier of proprietary enterprise ERP/management software, service and solutions in China. UFIDA went public in May 2001 in Shanghai Stock Exchange. The company was honored as a state-level Key ERP Enterprise in 2004. They are the most representative enterprise in China's software industry , especially in ERP field [URL21].

3.3.2 Industry position and brand

UFIDA is the largest management software supplier in the Asia-Pacific and China's largest supplier of ERP software, and other softwares products like management, financial, group management, human resource management and SMB management software. It aims to be a mobile business service supplier and a world-class management software company.

From the information above we know that UFIDA is ERP leading supplier in China, and it is one of the best-known ERP brands in China.

3.3.3 Technology and Research

At the moment, UFIDA's products are considered to be efficient, and they offer significant benefits to their users. UFIDA's R&D system consists of its headquarters R&D Center in Beijing, Nanjing Manufacturing Industry R&D Base, Shanghai Advanced Applications Research Center, Shen Zhen Electronic Industry R&D Campus and Nanchang Software Development Base, employing a team of 1400 specialists. UFIDA's 41 subsidiaries and branches, 60 customer service centers, 150 training and education centers and 3000 service specialists make the largest service network in China's management software industry [URL21].

3.3.4 Marketing Channel

UFIDA has a wide client base in China, we know that over three million users are using its software each day at the moment, and over 600000 enterprise clients use its products every year, UFIDA develops both business agents and own sales branch in these cities below: Bei Jing, Sheng Zhen, Shanghai, Tian Jing, Nan Jing, Zhe Jiang province, Si Chuan province. Sheng Yang, The analysis shows that UFIDA has more than 500 business agents and 40 subsidiaries and branch offices in China, and 60 customer service centers, 100 authorized training centers and more than 3000 sales and marketing workers [URL21].

3.3.5 Products Line

UFIDA's major lines of products are ERP/enterprise management software, group enterprise and industry solutions, SMB management software and online service, covers a wide spectrum of industries, scales of enterprises and growth stages. UFIDA has the most powerful enterprise management software R&D system, the largest scale support, implementation and training service network and the most integral industrial ecological system in China and the Asia-Pacific.

3.3.6 Possible Cooperation with MHG

Firstly cooperating with UFIDA in a suitable way. MHG's ERP brand could grow rapidly and become well known by Chinese customers.

Secondly, it is a good way to promote MHG if UFIDA is a partner of MHG. On the other hand, if UFIDA becomes an agent of MHG, with the help of UFIDA's 500 business agents and 40 subsidiaries, obviously MHG ERP will be promoted rapidly by UFIDA.

Thirdly, UFIDA is already the biggest player of management and financial ERP in China, Bioenergy ERP industry is growing fast in China, it could be possible to make a joint venture between UFIDA with MHG to run the business together. Although UFIDA is a very potential partner for MHG, MHG can also make joint venture with other ERP or bio energy companies in China to expand its market share.

3.4 Kingdee International

3.4.1 The introduction of Kingdee

Kingdee International Software Group Company Limited (www.kingdee.com) is a listed company in Hong Kong Stock Exchange. It is one of the leaders in the Chinese software industry, a distinguished enterprise management software and middleware provider in Asia-Pacific region and

a world renowned online management and e-business application solution service provider. Its mission is to lead advancement of management model of enterprises, encourage e-business and enable customers' success. Currently, Kingdee provides management consultation and informatization services to over 600,000 enterprises, government departments and organizations around the world. It's the biggest player in SME management software market in China in terms of market share for four consecutive years, In 2007, IBM and others jointly invested in the group and became its strategic shareholders. Kingdee and IBM are partners right now [URL22].

3.4.2 Industry position and brand

Actually the ERP business in Kingdee is quite similar with UFIDA. They are both among the biggest and most successful ERP companies in China. So the industry position of Kingdee is top 2 in China and meanwhile it is considered to be the best known ERP brand in Chinese market.

3.4.3 Technology and Research

The group has established software parks in Shenzhen, Shanghai and Beijing and one abroad software park in Singapore. The group serves more than 600,000 customers around the world, including Mainland China, Hong Kong, Taiwan, Singapore, Malaysia, Indonesia, Thailand, etc. So having software parks in both domestic and Singapore can support its global ERP business and expand to new ERP market [URL22].

3.4.4 Marketing Channel

Kingdee has 44 branches engaging in selling software products and providing services, as well as over 1,200 business partners for consulting, technology, implementation service and distribution. Kingdee's sales network spans across four regions, namely Southern, Eastern, Northern and Western China, covering a total of 221 cities and districts.

Moreover, IBM, HP, Intel, SUN and Microsoft are its technology partners. Meanwhile the popular and leading consult companies like Zheng Nie Un Ce, AMT, You Zuo are its close consult partners [URL22].

3.4.5 Products Line

Kingdee product line offer those kinds of ERP as following field:

---- Financial ERP solutions for companies, organizations and administrations, Industry solutions for manufacturing industry, pharmacy, real estate, tobacco industry.

---- Commercial trading ERP and cross industry solutions ERP for group, small and medium enterprises

---- Enterprise Resource Plan (ERP)

---- Human Resource Management (HRM) and Knowledge Management (KM) software

---- Value Management (VM) manages businesses in the capital market.

---- Customer Relation Management (CRM) manages businesses in the consumption market.

Supply chain ERP:

Supply Chain Management (SCM) manages businesses in the supply market; and e-Business components process special commercial applications on Internet.

Mobile ERP:

Kingdee mobile business abides by the business concept of “Enable Your Success” of Kingdee Group, establishes an organic mobile platform integrated with enterprise, information and human

being for enterprises and takes the lead in business activities in real time. It has two sub-brands, iFly and mobile ERP [URL22].

3.4.6 Possible cooperation with MHG

Brand promotion:

Kingdee could be a potential partner ,because it is a top ERP provider in China. It is one of the top three big ERP companies as same as UFIDA in China, and also a well known brand, if Kingdee could be a partner of MHG then it would be a very good way to promote the MHG brand in China.

Marketing promotion: From its channel network we know that it has 1200 business partners covering 221 cities. As a result, if Kingdee were a agent or a joint venture partner, then MHG ERP can be promoted rapidly by Kingdee's widely market network.

Localization technology promotion : From the products line we know Kingdee has Financial ERP, Industry ERP, Supply chain ERP and Mobile ERP. Kingdee has a rich experience in develop this kinds of ERP technology, and especially I would like to point out that the Supply chain ERP and mobile ERP are the products that we provided as well, in these two fields Kingdee can help us to promote a more localized systems, that's a big advantage.

By the help of its 4 software park center, we could see that the future of localized technology cooperation is very promising. Mover over, currently actually no company can provide a bioenergy ERP especially for Chinese bioenergy companies, not even Kingdee, But at least in supply chain and mobile ERP fields, it is possible for MHG to cooperate with Kingdee.

3.5 SAP China

3.5.1 Introduction

SAP is the third independent software supplier and the biggest enterprise management and collaborate business solution software supplier in the world and a listed company. SAP China established in Beijing in 1995, SAP-China has set up branch offices in Shanghai, Guangzhou and Dalian cities . As the absolute leader in ERP market.

SAP's market share rate grow 50% or even more annually. SAP in China has many partners, including IBM, Accenture, Capgemini, HP, Intel, Sun, BearingPoint, Deloitte, IDS-Scheer, Atos Origin, Abeam, PCITC, CLP & P China, Neusoft high-dimensional Fidelity, Digital, Delta, Han was, Hampshire, Gu Cheng Enterprises, purple Beyondsoft, up policy, Beijing Ao Weiao, Fujian Telecommunications Union, A. Levy Sichuan Sheng Pu, etc.. SAP works in a number of projects in close cooperation with these partners, SAP aimed to use advanced management concepts and methods to help Chinese enterprises to become more successful [URL23]

3.5.2 Industry Position and Brand

SAP is particularly focused on ERP and it is the one of the biggest IT companies in the world, SAP's brand is very professional and popular in China.

3.5.3 Technology and Research

SAP delivers flexibility and responsiveness through:

---- Service-oriented architecture: An open architecture in which functionality is aligned with business processes and packaged as interoperable services. Built for flexibility, service-oriented architecture (SOA) helps IT to meet diverse business challenges such as creating new services, processes, and products – with greater ease and at lower cost than traditional information architectures.

---- SAP NetWeaver technology platform: The unified technology foundation that runs SAP Business Suite and allows you to administer, integrate, and extend business processes and applications across your customers' business networks. With SAP NetWeaver components, tools, and applications, you can orchestrate business processes, compose applications, and deploy innovative solutions.

---- SAP BusinessObjects portfolio: Offers a broad range of tools and applications designed to help you optimize business performance by connecting people, information, and businesses across business networks [URL23]

3.5.4 Marketing Channel

SAP's marketing power in China can be describe as follows:

---- SAP Business Objects: this section has 18 business partners in China

---- SAP Business All-in-One: this section has 23 business partners in China.

---- Technology partners: this section has 6 partners as following :

---- Dell China Co., Ltd.Fujitsu (China) Holding Co., Ltd.

---- IBM China Co., Ltd.

---- Redflag Software Co., Ltd.

---- Sun Microsystem China Co., Ltd.

---- Unisys China Co., Ltd.

---- Consultant partners: this section has almost 50 partners in China.

---- Deposit partners: this section has 6 partners as following:

---- Atos Origin China Co., Ltd.

---- ASAP Technologies Co., Ltd.

---- Asialink Technologies (Shanghai) Co., Ltd.

---- Dimension Info Tech Co., Ltd.

---- Freudenberg IT (Suzhou) Co., Ltd.

---- IBM Global Services (China) Co., Ltd.

3.5.5 Products Line

The SAP's product line includes:

---- SAP BusinessObjects

---- SAP BusinessObjects Explorer

---- SAP BusinessObjects Edge

---- Crystal Reports [URL24].

3.5.6 Possible cooperation with MHG

SAP is a very popular brand in China. Basically a wellknown brand means that the service is valuable and has high quality. If SAP were one of MHG's agents or a joint venture partner then at least the brand of MHG will be known rapidly in China.

Move over, SAP is very professional in ERP field, It can support our technology and enhance its service, The new president of SAP China said that SAP is planning to expand to energy field. They will research new information platform that used in energy field, Thus it is a great

opportunity to make a cooperation with SAP. I strongly recommend that MHG try to be a partner of SAP, it could offer lots of advantage for the company.

3.6 Other Companies

In addition to the companies listed above there is a large number of other potential partners. Some of them are listed below.

3.6.1 Oracle China

Oracle is the world's largest enterprise software company, and the acquisition of Sun has made it the only company that can deliver a complete, open, and integrated, IT stack to its clients. The Oracle stack includes every software and hardware technology needed to manage business information and streamline business processes, and because the Oracle stack is open and integrated, it reduces IT complexity and increase its TCO [URL24].

3.6.2 Inspur China

Inspur has been the leading supplier of computing platforms and IT application solutions in China, It is also the largest server manufacturer and server solution supplier in China. With a-share companies, “Inspur Information” and “Inspur Software”, and Inspur Worldwide Co., Inspur has formed two major industries, servers and ERP, and industrial clusters of computer, software, mobile communication, intelligent terminal, semi conductor, etc. Inspur has extended its users all over China industries and governmental institutions including finance, communication, government, education,

manufacturing, tobacco, etc., meeting the information-based demands of governments and corporations all-around. Inspur’s sales income exceeded 23.2 billion RMB in 2008 [URL25].

3.6.3 Digital China Holdings Limited

Digital China Holdings Limited is a leading integrated IT services provider in China. Digital China was listed on the main board of the Stock Exchange of Hong Kong Limited on 1 June 2001 following a spin off from the Legend Group. It focuses on providing customers with sophisticated and applicable IT solutions, driving technological innovations for work and life and enhancing the digitalization process in China.

In order to achieve these goals, the group is striving to become the premier IT services provider with the most comprehensive services for a majority of Chinese users. Digital China focuses on eight major business segments in the China market: IT Planning, Business Process Outsourcing, Application Development, System Integration, Hardware Infrastructure Services, Maintenance, Hardware Installation, Distribution and Retail. A full range of IT services are available to industry clients, large enterprises, SMEs and individual consumers [URL26].

Digital China has regional centres in 19 major cities in China. Leveraging on its strategic partnership with over 100 leading IT vendors world-wide and a network of over 10,000 re-sellers and agents across the country, the Group provides the best and most convenient IT services to users in China. With extensive experience in the market, the Group is a leading IT Services provider to the financial, telecommunications and government sectors. Digital China has also sustained to be the leading IT products distributor for year.

4 CHINA MOBILE HARDWARE USER-ENVIRONMENT

In order to install MHG ERP into China mobile system, the company must have some knowledge about local networks and their functions. In this chapter I make a short survey about mobile hardware options in challenging user-environment (Chinese language, reliability, use ability, cost effectiveness etc.)

4.1 Chinese language

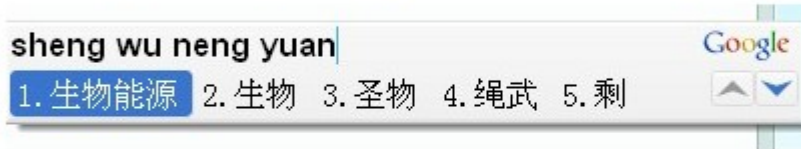
Firstly there is default Chinese language input software in most of the China mobile phones. It is called “pinyin input”. Because Chinese word can be expressed by “pin yin”, the users just need to type Chinese pinyin words into their mobile when the users use the MHG ERP. I list here some pinyin words concerning MHG bioenergy ERP.

Biomass means “生物能源” in Chinese and pronounced as pinyin “sheng wu neng yuan”. So the users can type “sheng wu neng yuan ” and the result will be “生物能源”. More examples are shown in Figure 1.

---An example of pinyin import.



--- The pinyin "sheng wu neng yuan" means bioenergy.



--- The Chinese pinyin "sheng wu zhi" means biomass.



--- The pinyin "zhui zong" means tracking.



--- The pinyin "ye wai zuo ye" means field work.



--- The pinyin "di tu fu wu" means map service



--- The pinyin "chu shi ruan jian bao" means starter package.



Figure 1: Example of MHG ERP vocabulary in Chinese.

4.2 Mobile phone operating systems in China.

There are four operating systems in China.

The first one is Symbian, provided by Nokia. The user interface is shown in Figure 2.



Figure 2: Symbian interface.

The second alternative is Android, provided by Google. Figure 3 shows the user interface of Android.



Figure3: Android interface.

The third operating system used with mobile devices. The user interface of Windows Mobile is shown in Figure 4.



Figure 4: Windows Mobile interface.

OMS Open mobile system, shown in Figure 5 is provided by China Mobile Telecom.



Figure5: OMS Open mobile system interface.

In China the most users use Symbian, Android or Windows Mobile. MHG ERP can be used in Nokia N73, thus Symbian suitable for MHG ERP. But Android and Windows Mobile are developing fast too, so those two systems can be a backup choice.

4.3 Cost of mobile internet

MHG must be able to use data transmission in their mobile devices. There are big differences in data transmission rates in different parts of the world. In China the normal GPRS cost is 1kb/0.03 RMB.

It is also possible to order a data packet to your mobile devices, some cost of the data packets are listed below.

---- 10Mega/5RMB/month.

---- 20Mega/10RMB/Month.

---- 50Mega/20RMB/Month.

---- 500Mega/100RMB/Month.

---- 2000Mega/200RMB/Month.

5 MHG TEAM "KISS-PROMOTON" MATERIAL

5.1 Marketing promotional materials

After I have been able to identify the potential customers and partners, I have to develop some material for MHG, This material can be used both in MHG's website as a marketing material or in a business meeting with potential customers and partners.

Naturally MHG has a lot of material in different languages but not in Chinese. It's my task to do that.

5.2 MHG website

MHG Systems has on its website a lot of material, see Figure 6.

The screenshot shows the MHG Systems website's 'Brochures' page. The header includes the MHG Systems logo, navigation links for 'Front-page', 'Services', 'News', and 'Contacts', and a search bar. A breadcrumb trail indicates 'Front-page > Brochures'. A 'Register >>' link is visible in the top right.

On the left, there is a 'Main Menu' with links to 'Front-page', 'Company', 'Services', 'Brochures', 'News', 'Media', 'References', 'FAQ', and 'Contacts'. Below it is a 'Newsletter' section for 'MHG Systems Ltd.' with a 'News (EN)' checkbox, input fields for 'Name' and 'E-mail', a 'Receive HTML?' checkbox, and a 'Subscribe' button.

The main content area is titled 'Brochures' and displays a grid of PDF icons. The columns are labeled: 'Bioenergy ERP', 'MHG ERP', 'Starter Package', 'MHG Tracking', 'MHG Pitch', and 'MHG Forest'. The rows are organized by language, indicated by flags: Finnish (Finland), British English (United Kingdom), Swedish (Sweden), Spanish (Spain), and French (France). Each cell in the grid contains a PDF icon, representing a brochure available in that language for that specific service.

Figure 6. Brochures of MHG Systems.

I will add the Chinese material to this site. See Figure 7 below, the second line is Chinese material.

Figure 7: Material added by me.

5.3 Chinese material

5.3.1 Introduction of bioenergy ERP

The material includes the basic introduction of MHG and the function of bioenergy ERP. See Figure 8 and 9 for more details.



MHG systems

MHG 生物能源 ERP系统 - 是一种结合并利用最尖端的移动设备、互联网、电子地图及卫星信息传输技术，为生物能源的商业开发而服务的系统体系。

MHG Systems 是世界领先的生物能源ERP系统提供者。MHG Systems 的总部位于芬兰 - 欧洲森林覆盖率最高地区之一的心脏地带，并从这里向遍布于世界各地的客户提供服务。我们利用同合作伙伴建立的良好关系网络，同时因应客户在生物能源与森林产业中的各种商业开发需求，并以此为导向来设计并提供基于信息技术服务与数字地图服务的各种解决方案。我们的服务可为客户所运营的生物燃料与生物电能产品链条显著地降低成本。



MHG Systems 所提供的服务主要针对于在如下领域从事商业活动的客户：能源，生物燃料，电力和热能，收割，切锯，颗粒制成，林业管理和林木 产业等。

MHG Systems 所提供的服务为客户对全新商业模式的尝试与采用提供了良好的契机，并以此带来更加精准的成本监控，和对生物能源供应与输送链条的实时企业资源管理。

www.mhgsystems.com | +358 (0)10 400 6280 | sales@mhgsystems.com

Figure 8: The first part of the general introduction.



Figure 9: The second part of the general introduction.

5.3.2 Modules of MHG ERP

My material includes all modules of MHG ERP. See Figure 10



MHG systems

MHG ERP（企业资源管理）野外场地信息管理系统是各种信息管理服务的集合，可以根据任意工作涉及野外场地的商业活动进行系统定制与整合。

整合基于ERP标准化系统模组。MHG ERP系统将移动设备，互联网，实时地图和卫星定位数据整合为一套综合系统服务以帮助企业具有更强的商业竞争力。MHG提供的ERP系统模组即为不同的企业客户量身定做整套全部流程的一揽子解决方案。该种方案的系统服务可被部署于公司内部服务器上，亦可以ASP应用服务的方式部署于互联网上。这样，终端用户在使用时只需面对非常熟悉而易用的网页、桌面、或移动设备的图形操作界面。以MHG ERP为基础提供的解决方案可完全切入实际地应用于世界范围内的各种不同情况下，例如最重要的例子莫过于MHG系统既可利用不同国家的传统地图（通过扫描得到的像素光栅化位图），又可使用专业的谷歌数字化地图（矢量图）。

用户界面 野外场地作业 移动设备解决方案 地图 工作订单管理

物流运输管理 二氧化碳管理

第三方IT/ERP整合 安全问题与治安

货物清单、发票和会计 存货仓储报告

资源管理 转/分包商外包 质量管理 多语言化

MHG ERP

各种不同行业的野外场地（作业）管理。MHG系统服务重点针对于在如下领域中所涉及的公司和企业：能源，生物燃料，电力，热能/供暖，维护/养护，建设领域，林业管理及林木产业等。在MHG系统服务的帮助下，企业可以发展出更有效的工作模式，如无纸化办公和无纸化野外场地作业。

这系统里装了些什么？在技术上，MHG ERP系统是一种服务平台，其所提供的应用服务框架能让MHG系统根据客户在野外场地工作中的各种需要快捷地整合定制应用服务。MHG ERP的主要功能包括用户管理，客户数据与客户地址信息管理，任务与工作订单管理，场地库存管理，敏捷物流与外包管理，机构层级关系管理，移动信息发送与接收，成本监控并提供初步报告等。

www.mhgsystems.com | +358 (0)10 400 6280 | sales@mhgsystems.com

Figure 10: Modules of MHG ERP.

5.3.3 MHG mobile and tracking service.

In this material I introduce MHG mobile and MHG tracking service. See Figure 11 and 12.



BIOENERGY ERP
MHG systems

MHG系统有限公司 是生物能源ERP系统的
世界领先供应商之一。MHG ERP把移动通
信，互联网，实时地图，卫星定位，和
CO2 监测等整合为一个加强的综合性服务
，并允许使用新的和授权业务模式和即时
的企业资源规划。我公司的服务使生产链大
大节约成本，并提高环境效益。

MHG生物能源ERP是基于企业资源规划系统的平
台独立的浏览器。它帮助您精确地控制每一个类
型的生物材料物流链，地点，数量，质量和其他
大量信息并随时保持这些信息的更新。这样我们可
以知道整个供应链涉及到多少能源，资金和费用。林
业服务公司的数据交换和信息系统的建立和存储就可
以做到毫不费力。并且还可以和大多数导航仪，GPS设
备和地图软件无缝对接。

MHG手机服务可以收集数据并且从外地直接发信息到移动设
备上，比如手机和笔记本电脑。网络中的总公司（龙头公司）可以
从其系统中发送附有精确地图和说明的工作指令到其承包商的移动
设备上。

www.mhgsystems.com

**MHG生物能源ERP
初始软件包**

您想免费的无限试用
MHG生物能源ERP以确
定它是否适合您的公
司吗？

询问预订 | 诺基亚E71手机
Phone +358 010 400 6280

**诺基亚E71手机
免费**

当您购买我们的初始软
件包的时候，您可以
免费使用一部诺基亚
E71手机。无论您是
否决定购买MHG生物
能源ERP初始软件包
，您都可以持有手
机2个月。

Mikpoli Patteristonkatu 2 FI-50100 Mikkeli, Finland | Tel: +358 (0)10 400 6280 | Email: sales@mhgsystems.com

Figure 11: Page one of the MHG mobile and tracking service.

TRACKING



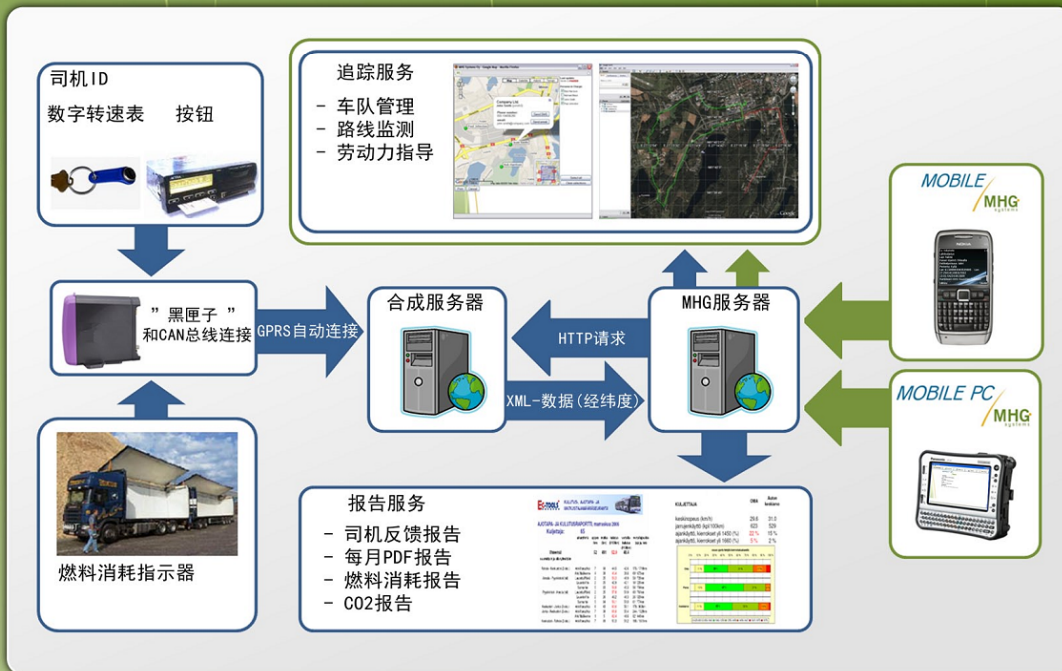
MHG追踪

MHG追踪是MHGERP解决方案一个独立的服务模块。MHG追踪包括三个主要特点：跟踪，监测和报告。

MHG跟踪, 既不基于在车辆中的黑盒子, 也不是带有GPS的手机或者带有全球定位系统接收器的电脑, 而是在移动手机和计算机里面必须要安装MHG手机应用程序才能得到此项跟踪服务。

监测和报告功能需要一个“黑盒子”被安装到车辆负载里面。它可以收集有关车辆的各种信息 - 如转速, 行驶速度, 刹车的使用, 行驶距离, 燃料消耗量, 二氧化碳排放量等等, 该服务可以提供有用的驾驶表现和驾驶历史报告。到目前为止, 用户的使用经验显示缩减的燃料成本和CO2 排放已永久性达到8 - 15%。该服务还可以延长发动机和刹车的使用寿命, 从而提高车辆转售价格, 这项服务是与芬兰EC-Tools公司进行合作推出的。

MHG追踪允许雇主实时的监察自己的机械设备和供应商。在办公室的人可以看看地图, 您可以清楚分明的看到的各种机械设备和人力资源位于何处的标记。管理人员可以使用MHG服务发送信息给员工的普通手机以作出指令或其它说明。如果手机配备了MHG移动手机程序, 管理人员可以直接发送站点地图和详细的分配任务。MHG追踪还显示以分钟为单位的具体路线等细节, 可以从多种不同条件的从系统中检索。路线可以从一个单独的地图应用程序或通过使用内置的MHG图查看。



www.mhgsystems.com | Tel: +358 (0)10 400 6280 | sales@mhgsystems.com
Mikpoli, Patteristonkatu 2 50100 Mikkeli, Finland

Figure 12: Page 2 of of the MHG mobile and tracking service.

5.3.4 Company profile document.

This material includes the company profile of MHG. See Figure 13, 14 and 15.

30.7.2009
© MHG Systems



公司名字
MHG 系统公司

业务领域：
生物能源，生物质，生物燃料，废料，能源和森林应用的信息解决方案和企业资源管理系统（ERP）

业务简要描述：
MHG系统公司为生物能源和能源领域提供了ERP系统，MHG ERP把手机通信，因特网，实时地图，和卫星定位信息整合为一套加强版服务，让新用户和特别的以合同为基础的授权操作模式，我公司的服务可以为生物热电，生物电，生物燃料，和森林产业供应链里面的所有经营者节省开支。
MHG平台服务允许发展新的，授权操作的模式，带来无纸化办公和无纸作业。客户解决方案来自MHG的ERP构建基础和已交付的承包解决方案，或者是可以被用到ASP基础的服务。

成立年份：
2005

公司在中国市场寻求什么？
MHG公司在努力寻找
那些在生物质业务方面运用新的商业模式，最优方法，现代IT解决方案到行实践的中国的能源类公司，MHG服务的目标是在以下方面的公司：能源，生物燃料，回收利用，电力，加热供暖（森林产业，能源工程，燃料供应商，球团矿生产商，市政府森林部门和森林公司）

必要的产品和服务：
MHG的
ERP平台是一个服务平台，可以很快的为野外作业控制管理的所有需求自定义不同的应用程序。一般性的功能包括：用户管理，客户数据管理，客户网站信息，任务管理，工作指令管理，野外仓库管理，发送和接收手机信息，网站地图管理和基本报告。MHG的ERP平台可以和客户要求的特点一起安装在他现在的IT系统中作为一个承包解决方案或者是分开的服务。平台可以和使用它的国家的地图扫描，专业的Google地图产品和遥感地图无缝对接，使此平台的服务可以在全世界得到应用。

合作者：

- 2009年三月，Helmes OÜ（爱沙尼亚）开始覆盖俄国和波罗的海国家。
- 德国和西班牙的销售代表于年十月开始，美国和加拿大于2009三月开始，波兰于2009五月开始。
- 公司有与国内和国际研究机构合作的项目如（芬兰森林研究机构），TUM（一个技术研究机构），阿伯泰邓迪大学（苏格兰），拉普兰塔大学，MTT Agrifood（一个芬兰研究机构），和 VTT。
- MHG是芬兰生物质协会和木材能源网络WeNet的成员。
- 地图提供者如Google，ESA（欧洲航天局）和国家测量局是MHG的伙伴。



MHG Systems Oy Ltd
Mikpöli, Patteristonkatu 2
FI-50100 Mikkeli, Finland
Tel. +358 (0)10 400 6280
Fax. +358 (0)10 400 6289
info@mhgsystems.com
www.mhgsystems.com
Business ID: 1962609-7

MHG SYSTEMS 1 / 3

Figure 13: Page 1 of the company profile.



知识产权:

MHG ERP 完全是在室内发展的.

管理层成员及其背景:

- Seppo, 总经理.
是同时拥有生态植物和森林环境管理研究生学位的生物学家和森林专家.有多种学科的教育背景和经验, 比如芬兰森林和公司服务, 芬兰森林研究所, Metsäliitto和Stora Enso森林中心.
- Olli Ikonen, 董事会成员, 一个拥有计算机学位的IT建设和技术的软件专家.
他在几个不同的世界领先的北欧信息公司内都是内行专家, 比如TietoEnator, SysOpen和Tietotehdas.
- Veli-Matti Plosila, 工商管理学士, 技术和软件制造经理. Plosila's
在设计IT解决方案服务方面有顶级的专业技术.在加入MHG之前, Plosila
通过设计和实现MIKKELI大学的IT系统和实施土地适宜应用程序等项目.
- Jarmo Ylinen, 董事会成员和销售代表.
在超过60个国家有顾问和森林专家的经验,
Ylinen的专长在为生物质和产业的木材采购和供应链的顾问服务, 专业技术和操作系统上. 在成立 Porini Log 公司前, Ylinen 为Caterpillar, Ekono Ltd, Pöyry Ltd,和 Metsäliitto等世界著名公司工作.
- Volker Blaisig, SAP 专家, MHG销售代表和顾问. Völker在SAP
整合技术和数据库方面有很丰富的经验 在成立 Pernexas GmbH公司以前,
Volker为西门子和诺基亚做客户项目方面的工作. 作为 Pernexas
GmbH公司的CEO,
他负责为日常垃圾信息管理(PDM/PLM)提供顾问咨询和解决方案

我们的口号:

从残木到油商, 从野外到炼油厂。

客户情况参考:

MHG的目标客户是在以下方面的公司: 能源, 生物燃料, 回收利用, 加热供暖(森林产业, 能源工程, 燃料供应商, 市政府森林部门和森林公司, 森林管理协会, 切割公司, 森林服务和森林机械公司) 主要的聚焦客户是在生物质产业链投资的大企业, 今天**MHG的客户遍布在整条生物质的供应链。**

现在的和潜在的市场:

生物质发电超过**2006年整个芬兰发电量10%**, 一个世界记录, 在芬兰经常是由400个发电厂供电, 利用了不同的燃料和生产技术. 生物质要求地方性的生产, 采伐和物流. 芬兰计划在2020年把水力发电和生物质生产基地扩大到**38%**(与2008年的28.5%相比), 将增加行业内经营者的产量, 对整颗树的砍伐从现在的300万立方公尺到2020年的1000万立方公尺. 在世界范围内, 到2020年每年对生物燃料的需求可望达到**1000亿欧元**, 另外控制CO2含量水平的需求不断增长, 价值链将推动实时跟踪检测方案的市场的不断发展。

MHG Systems Oy Ltd
Mikpöli, Patteristonkatu 2
FI-50100 Mikkeli, Finland
Tel. +358 (0)10 400 6280
Fax. +358 (0)10 400 6289
info@mhgsystems.com
www.mhgsystems.com
Business ID: 1962609-7

Figure 14: Page 2 of the company profile.



竞争优势情况:

MHG客户解决方案来自MHG的ERP构建基础和已交付的承包解决方案，或者是可以被用到ASP基础的服务。

MHG-

ERP客户解决方案可以用在世界上任何一个地方，它利用到了地图扫描，专业的以矢量为基础的Google地图产品，或者是移动式遥感地图。可以用在浏览器上线或下线移动设备比如智能手机，自动导航仪，PDAs, 笔记本电脑中。MHG生物能源ERP的闪光优点还包括在整个配送链中的透明度，生物能源中湿气的管理，能源含量的报告（以千瓦时计），帐户和计价。

他们给我们的评价（供参考）

生物技术的文章

http://bioenergy.checkbiotech.org/news/mhg_systems_improves_bioenergy_operators_effectiveness

在生物质杂志上的文章

http://www.biomassmagazine.com/article.jsp?article_id=1993

联系方式:

<http://www.mhgsystems.com/>

Seppo Huurinainen, CEO

+358 44 581 4950

seppo.huurinainen@mhgsystems.com



MHG Systems Oy Ltd
Mikpöli, Patteristonkatu 2
FI-50100 Mikkeli, Finland
Tel. +358 (0)10 400 6280
Fax. +358 (0)10 400 6289
info@mhgsystems.com
www.mhgsystems.com
Business ID: 1962609-7

Figure 15: Page 3 of the company profile.

5.3.5 MHG field work and mobile service.

This material includes MHG field work and mobile service. See Figure 16 and 17.



FOREST
MHG
systems

现场工作管理的移动解决方案

通过实施新的业务经营模式来提高企业生产力

MHG林业服务为现场工作管理节约了巨大的成本。MHG林业服务是一个现场工作的管理全面解决方案。建立包括地图和地积工作指示的工作指令，并把这些直接发送给工人。通过MHG林业服务主管可以从他的办公桌管理现场的工作。因此，现场工作人员可以通过MHG手机程序在一天结束时把日常工作报告发送出来，或从其家中用电脑上网发送。



核心优势：

- 显著的成本节约
- 使监督更加容易
- 监管重点转向到客户服务
- 更高的资源利用率
- 所有行动都记录在档案 - 更高的工作质量
- 更强的工作动力
- 更满意的终端用户
- 更少的碳排放量

MHG森林服务简单易用
MHG解决方案是在与森林工业所有水平的运营商密切合作推出的，因此该解决方案就像每天工具一样易于学习和使用。

现在就订购MHG初始软件包并获得您的竞争优势吧！
P. S. 我们基于网络的解决方案意味着新的经营方式不必再下载任何更新，一切都由MHG系统自动完成！

+358 44 351 4567
sales@mhgsystems.com
www.mhgsystems.com

Figure 16: Page 1 of MHG field work and mobile service.



Figure 17: Page 2 of MHG field work and mobile service.

5.3.6 Feedstock.

This material includes the introduction of MHG's son company Feedstock Optimum. Figure 18 and 19 show only the four slides of the whole material which is 20 pages all together.

原料优化公司（简称FSO） - 公司简介

- 原料优化公司是一家对生物材料流的利用和技术开发公司，在芬兰的物流中心和生物能源业务发展的核心城市科沃拉市注册成立。
- 根据各公司的背景和优势互补的原则，FSO公司在2009年3月由MHG系统公司，Maintco 公司，Porini Log公司和俄罗斯技术专家，博士Georg Cheremisin先生共同发起成立。
- FSO公司和全球领先的研究机构和公司的伙伴网络密切合作，为从事生物球团（颗粒）业务的客户提供最佳的做法和技术。

Luottamuksellinen – Company Confidential



Services

- 生物能源商业服务
 - 物流
 - 采伐和运输技术
 - 生物能源的可行性分析及其他相关研究
 - 热，电，颗粒，生物煤炭生产的新兴技术（研究，市场调查，代理和市场营销服务）
 - 球团和顾问（原料研究，运营成本，市场调查，技术概念研究，电力供应等）
 - 市场营销服务和咨询
 - 合作伙伴服务（产品引进和市场推广材料设计和制作，网页设计）

Luottamuksellinen – Company Confidential



Figure 18: Page 1 of Feedstock.

颗粒和生物煤炭咨询服务

- 通过可行性分析来确定项目和合资企业的建议
- 原料来源的调查，供应链建设与管理工具
- 物流和运输优化
- 装卸技术
- 终端/燃料电池分析，规划和建设
- 中间存储分析，规划和建设
- 水分监测技术
- 最后储存安全等问题，蒸汽/爆炸的风险控制
- 有关干燥和热利用技术
- 产品结构和添加剂的最优化，包括像黑色颗粒和生物煤炭颗粒类型的选择
- 质量控制实验室的服务
- 安全，防爆和防火问题
- 技术评估，生产作业，原料可利用性和客户需求
- 颗粒和生物煤炭生产和供应链的质量体系的发展和认证

Luottamuksellinen – Company Confidential



生物煤炭优势

易于部署

- 能够在没有耕种的地方作业
- 没有现在服务或建筑

灵活性

- 调整到最佳生物质位置
- 利用一整个范围生物质原料

更好的经济效益

- 运输成本降低75%
- 价值较高的燃料可以不作改进的被燃煤发电厂利用

Luottamuksellinen – Company Confidential



Figure 19: Page 2 of Feedstock.

6 DEALING WITH MHG'S POTENTIAL CUSTOMERS

After identifying potential customers and partners in China and creating some marketing material in Chinese language it is time to start the most important part--- meet the potential customers and do some business with them.

6.1 MHG's project strategy

MHG/FSO is dealing with the whole bioenergy sector, from stump to boiler/field to pelletizing plant including all the equipment and expertise needed to consult and build-up a pellet/biocoal/biogas facility. This is done by the network of MHG experts case by case.

MHG is searching for a pilot project with biomass/recycling related industry to customize MHG Bioenergy ERP for Chinese practices

MHG is doing co-operation with FECC to find customers and partners for its pilot project. FECC's mission is to enhance and promote the business and technology. It finances 50% of the survey and the participating companies like MHG pays 50%.

6.2 Guodian case

Together with FECC MHG has been able to identify a possible partner Guodian group. Guodian group is focusing on 4 areas in cleantech as follows.

--- Energy & cost saving in thermal electricity

---- safety control in Nuclear Electricity (Guodian Group is planning to get National license in the next a couple years. that's why they are eager to seek advanced technology from Finland)

----key instruments in wind energy industry (those "small-scale" instruments may be more flexible & easy to be introduced to China Market)

---- Solar battery.

Guodian Group is open for different kinds of cooperation, e.g. engineering consulting, process optimization, technology transfer, products purchasing, M&A, JV, training program etc.

The main objective is to achieve concrete agreement at Guodian day (May 24) at Expo, when official signing ceremony is highly expected.

6.3 Other cases

In addition to the Guodian case I have been involved with some other cases. During this process I have met representatives of companies like:

----- Guangzhou paper group.

----- China Mobile Communications Corporation.

----- Huawei Technologies Co., Ltd.

----- China United Network Communications Group Co., Ltd.

In those meetings I have been working as a translator and assistant. And MHG has used my marketing material. For confidentiality reasons I can't go to details of these meetings.

7 CONCLUSION

The aim of my thesis was to help MHG Systems to extend their operations to the Chinese markets. Before a firm can start its operations in new markets it must carry out different kinds of studies and surveys. In my thesis I have done the three fundamental surveys:

---- Identifying potential customers.

---- Searching partner candidates.

---- Survey of Chinese mobile phone networks in order to use it with MHG ERP systems.

When a company has studied the new potential markets it is time to start the actual operations. The first step is to create localized marketing material. My task was to translate the MHG's material to Chinese.

In addition to that I had an opportunity to take part in the business meetings with potential customers and partners, I was working there as an assistant and I also learned a lot about international business.

[URL1]http://www.mhgsystems.com/index.php?option=com_content&view=article&id=5&Itemid=6&lang=en

[URL 2]http://old.xnyfd.com/qnews_1.asp?ida=57&WorksID=3112

<http://www.xnyfd.com/yjbg/html/?24817.html>

<http://www.bioenergy.cn/bioenergy/2008/0913/182237.html>

[URL3]<http://www.bioenergy.cn/bioenergy/>

[URL4]<http://www.forestry.gov.cn/>

[URL5] <http://www.bioenergy.cn/bioenergy/2007/1227/156426.html>

[URL6]<http://www.xnyfd.com/swzfd/main/index.php>

[URL7]<http://search.forestry.gov.cn//search/se.jsp>

[URL8]<http://www.xnyfd.com/lsdw/html/?24115.html>

[URL9]<http://www.ocn.com.cn/reports/2006067kezaishengnengyuan.htm>

[URL10] <http://www.xnyfd.com/zlzs/html/?24400.html>

[URL11]<http://www.zyxny.com/about.asp>

[URL12]http://www.zyxny.com/en_about.asp

[URL13] <http://www.zyxny.com/about.asp>

[URL14] <http://jfa.cnpc.com.cn/jfa/>

[URL15] <http://www.tianyancn.com/eindex.asp>

[URL16] <http://www.xpjgfd.com/gsjj.php>

[URL17] <http://www.xndlw.com/Index.asp>

[URL18] <http://www.mhbdf.com/www/nhbdf/cn/info/qiyejianjie.jsp>

[URL19] <http://www.bd09.com/english/index.asp>

[URL20] <http://www.clypg.com.cn/tabid/122/Default.aspx> 20

[URL21] <http://www.ufida.com.cn/about/gsjx.aspx?cd=1>

[URL22] <http://www.sap.com/china/solutions/sapbusinessobjects/index.epx>

[URL23] <http://www.sap.com/china/index.epx>

[URL24] <http://www.oracle.com/us/corporate/index.html?origref=http://www.oracle.com/index.html>

[URL25] <http://www.inspur.com/english/index.shtml>

[URL26] <http://www.digitalchina.com.hk/html/index.php>

[Figure1] <http://www.google.com/ime/pinyin/>

[Figure2] <http://www.21xa.com/news/?D=2010-05-21&ID=13594217102>

[Figure3] <http://www.android123.cn/Androidzixun/46.html>

[Figure4] http://www.sun0769.com/digi/mobile/compare/t20090426_485899.html

[Figure5] <http://www.rd3721.com/tech/info7627.html>

[Figure6] http://mhgsystems.com/index.php?option=com_content&view=article&id=154&Itemid=86&lang=en

[Figure7] http://mhgsystems.com/index.php?option=com_content&view=article&id=154&Itemid=86&lang=en

[Figure8] http://mhgsystems.com/index.php?option=com_content&view=article&id=154&Itemid=86&lang=en

[Figure9]http://mhgsystems.com/index.php?option=com_content&view=article&id=154&Itemid=86&lang=en

[Figure10]http://mhgsystems.com/index.php?option=com_content&view=article&id=154&Itemid=86&lang=en

[Figure11]http://mhgsystems.com/index.php?option=com_content&view=article&id=154&Itemid=86&lang=en

[Figure12]http://mhgsystems.com/index.php?option=com_content&view=article&id=154&Itemid=86&lang=en

[Figure13]http://mhgsystems.com/index.php?option=com_content&view=article&id=154&Itemid=86&lang=en

[Figure14]http://mhgsystems.com/index.php?option=com_content&view=article&id=154&Itemid=86&lang=en

[Figure15]http://mhgsystems.com/index.php?option=com_content&view=article&id=154&Itemid=86&lang=en

[Figure16]http://mhgsystems.com/index.php?option=com_content&view=article&id=154&Itemid=86&lang=en

[Figure17]http://mhgsystems.com/index.php?option=com_content&view=article&id=154&Itemid=86&lang=en

[Figure18]http://mhgsystems.com/index.php?option=com_content&view=article&id=154&Itemid=86&lang=en

[Figure19]http://mhgsystems.com/index.php?option=com_content&view=article&id=154&Itemid=86&lang=en

