



数字文化贸易  
联合实验室

Joint Laboratory of Digital Cultural Trade

**DIGITAL +  
CULTURE  
PROMOTES TRADE**



数字文化贸易  
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## LAUNCHING OF DCT

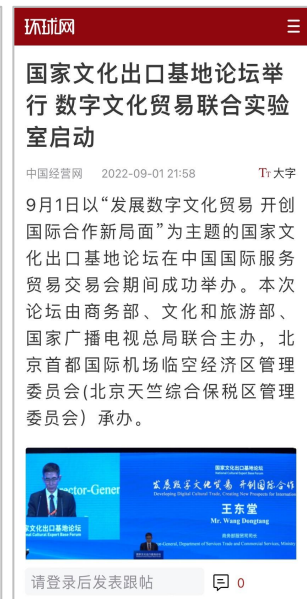
DCT was officially launched as one of the most important achievements at the National Cultural Trade Forum co-hosted by the Ministry of Commerce, PRC, the Ministry of Culture and Tourism, PRC, and the National Radio and Television Administration, PRC on September 1, 2022.





# LAUNCHING OF DCT

## Media Reports



Most of China's mainstream media reported on the establishment of DCT

## CASE SHARING

A feast in the cultural and commercial circles of China and Hungary

Hosted by Embassy of Hungary, Beijing  
Organized by DCT

The First China International Supply Chain EXPO (CISCE)  
Nov. 28 – Dec. 2, 2023  
Beijing, China

## HUNGARIAN PAVILION AT THE FIRST CHINA INTERNATIONAL SUPPLY CHAIN EXPO





## CASE SHARING

### HUNGARIAN PAVILION: WELCOMING MANY DISTINGUISHED GUESTS AT THE OPENING

- Distinguished guests at the opening ceremony:
- Mr. Ren Hongbin, Chairman of China Council for the Promotion of International Trade
- Mr. Máté PESTI, Ambassador of Hungary Beijing
- Mr. Lin Shunjie, President of China International Exhibition Center Group Limited
- Mr. Meng Xiangfeng, Assistant to the Chairman of CATL
- Mr. Roby Lakatos, world-renowned Hungarian violinist



Mr. Roby Lakatos, Mr. Lin Shunjie, Mr. Ren Hongbin, Mr. Máté PESTI, and Mr. Meng Xiangfeng  
(from left to right)

A lively musical feast contributed by Mr. Roby Lakatos

## HUNGARIAN PAVILION: CISCE MR.DAVYUAN ART INSTALLATION DRAWING ATTENTIONS



CISCE MR.DAVYUAN Art Installation, co-created by Hungarian artist Kő Ferenc and Chinese artist David Yuan, perfectly integrates the unique style of Chinese and Hungarian artistic elements.

The new technique with the use of UV light and paint, invented by Kő Ferenc

CASE SHARING

HUNGARIAN PAVILION: MANY HUNGARIAN PRODUCTS MADE THEIR DEBUT HERE IN CHINA



HEALTHCARE



EXTRAVITAL



SPORTS & FITNESS



RIGHTOFIT



TABLEWARE



ZSOLNAY



FOOD & DRINKS

ALPOKAQUA MINERAL WATER,  
WINES, SNACKS, ETC.



# CASE SHARING

## HUNGARIAN PAVILION: HIGHLY APPRAISED BY MAINSTREAM MEDIA IN CHINA

**CCTV4** 23-11-30 13:43 来自 微博视频号 十关注

**【首届链博会突出国际化亮点 国际参展商占比达26%】#第一届中国国际供应链促进博览会#**正在北京举行。国际化是首届链博会的一大亮点，国际参展商占比达26%，其中美国、欧洲企业占国际参展商总数的36%。首届链博会都有哪些国际化亮点？一起来看↓#举办链博会展现了担当彰显了能力# CCTV4的微博视频

Translate content



总台央视记者 李凌菲

首届链博会突出国际化亮点 国际参展商占比达26%

2212次观看 | 美国商务部：2023年第三季度美国国内生产

CCTV

**CGTNGlobalBusiness** 23-11-29 20:29 来自 微博视频号 已编辑 十关注

**#真材实料#**【匈牙利驻华大使：匈牙利企业在链博会求合作、寻机遇！】匈牙利是第一个参与共建“一带一路”倡议的欧盟国家。匈牙利驻华大使白恩涛在链博会上接受CGTN采访时表示，他希望链博会能为中匈两国企业提供更多合作机遇，进一步提升两国之间的连通性。@匈牙利国家旅游发展局 @匈牙利联合国 #链博会2023# CGTNGlobalBusiness的微博视频



942次观看

凤凰卫视

23-11-30 16:50 来自 微博视频号 十关注

**【匈牙利驻华大使：链博会促进世界互联互通】#第一届中国国际供应链促进博览会#**首届链博会正在北京举办，共有615家中外企业和机构参加，覆盖55个国家和地区，其中，来自欧盟国家的企业数量最多，占到外方参展商总数的36%。匈牙利国家馆在29日举行开馆仪式，中国贸促会会长助理陪同匈牙利驻华大使白恩涛共同出席。白恩涛在致辞中表示，全球政治和经济互联互通代表了世界共同利益，这也是链博会的重要意义。（凤凰卫视周乐欣、叶相健 北京报道）



22次观看

CGTN

Phoenix Satellite Television

**中国新闻网** 2023-11-29 18:08:58 @ 37.7万

**首届链博会匈牙利馆开馆仪式举行**



中新网记者 李瑜 摄

【中国新闻网】首届链博会匈牙利馆开馆仪式举行



中新网记者 李瑜 摄

And also reported by China National Radio, People's Daily, ChinaNews.com, etc.



# DCT PROFILE

4 Affiliated Companies in China

## SHUZHUIJU INFORMATION TECH

- Internet technology and social media operation
- Existing technical team has been providing customers with website production, big data technology and social media operation services since 2013

- Commodity import and export
- Retail and wholesale of imported health food (pre-packaged), imported cosmetics, imported food (pre-packaged), imported daily necessities, etc.

## BEAUTY & HEALTH TRADING



## KEPLER PUBLIC RELATIONS CONSULTING

- Public relations consultant and marketing
  - Providing integrated marketing and communication consulting services for many well-known branding enterprises at home and abroad.

- Cultural exchange and trade promotion
- International IP Cooperation Platform
- Cultural cross-border cooperation in the business field

## TIANZHU DIGITAL CULTURE LAB

## DCT PROFILE

3 Affiliated Companies Abroad



### DCT'S BRANCH IN HUNGARY

Promoting trade between Hungary and China



### DCT'S BRANCH IN HONG KONG

Especially established for cross-border e-commerce



### DCT'S BRANCH IN THE USA

Expanding DCT's business in the USA



# DCT PROFILE

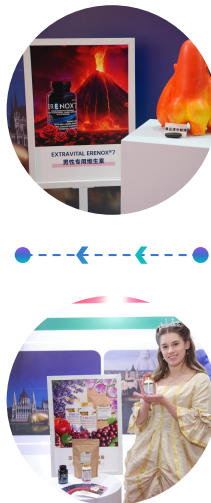
Digital + Culture, Promotes Trade



Online marketing: increasing brand/ product exposure through social media and KOLs  
Online distribution mini program— Mall of Hungarian Selections WeChat Mini Program: increasing the convenience of shopping



Digital + Culture,  
promotes import trade  
and opens cross-border sales  
(an easier way to reach terminal clients)



Cultural empowerment: music, art, animation, drawing wide attentions and exploring potential customer circles  
Cross-border cooperation: enhancing brand/ product awareness and influence



# DCT PROFILE

## Prudent Decision on Product Selection



Through preliminary research and market analysis, Chinese experts determine whether the brand/ product is in line with Chinese customers' likes.

All brands/products entering the Chinese market need to hold the quality certificate of the country of origin, and pass the testing and certification of relevant Chinese authorities.

Before starting omni-channel sales, pilot sales is targeted to selected regions or circles, such as popular exhibitions, fairs or events, so as to obtain sales data, user feedback and market acceptance of the product, and timely identify and solve problems.

E-commerce platforms;  
Industrial Exhibitions;  
Distributor expansion;  
Retailer expansion;  
Offline shops or counters  
...



# DCT PROFILE

Omni-directional Marketing



# BRAND MANAGEMENT CASE: EXTRAVITAL

## Late October of 2023

We bring EXTRAVITAL product samples from Hungary back to China, and organize a group of Chinese experts in the industry to carry out marketing researches.

## Nov. 28 – Dec. 2, 2023

EXTRAVITAL product samples made their debut at the Hungarian Pavilion, CISCE, and highly appraised by the journalists of *Trends Health*. They invited EXTRAVITAL to participate in the selection of 2023 Health Example Awards.

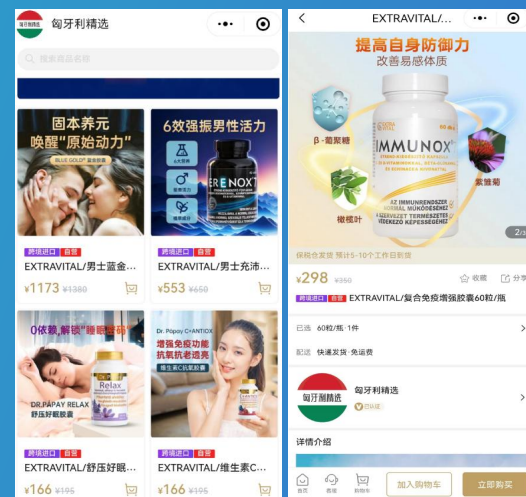


## January 8, 2024

EXTRAVITAL IMMUNOX\*7, a star product of EXTRAVITAL, was awarded as the Innovative Product (Nutrition) of the Year, Health Example Awards 2023, hosted by *Trends Health Magazine* and JD Medicine.

## February of 2024

The full range of EXTRAVITAL products are officially launched in the Mall of Hungarian Selections WeChat Mini Program. It is an online cross-border sales channel. Consumers are easy to shop Hungarian products online whenever they like.





## CASE SHARING

Authoritative industry media have rushed to report on this event, and EXTRAVITAL has been familiar to the public ever since.

Apart from national-level and industrial exhibitions, we've found another solution to quickly increase the awareness and influence of brand/ product, that is, an authoritative award widely recognized by the industry.

## EXTRAVITAL: FULLY RECOGNIZED BY INDUSTRIAL EXPERTS AND AUTHORITIES

### 健康行业至高荣誉京城加冕 2023健康榜样颁奖盛典圆满落幕

手机中国网 2024-01-15 10:05

1月8日,由《时尚》杂志社旗下《时尚健康》颁奖盛典在北京嘉里大酒店隆重举行;本届颁奖盛典,与我同向之躬行。活动现场,来自健康领域的专家名人盛装出席,共同见证2023年健康行业至高荣誉京城加冕,一起领略过去一年健康产业发展的创新力量。本届颁奖盛典,由《时尚》杂志社旗下《时尚健康》联合举办,旨在表彰在健康领域做出卓越贡献的人和事致敬。



现场空镜 (一)

在过去的一年,健康趋势如火如荼,中式养生、预防医学、大食物观等热词成为2023年的健康行业关键词。《时尚》杂志举办的“2023健康榜样颁奖盛典”,旨在表彰在健康领域做出卓越贡献的人和事致敬。本届颁奖盛典,由《时尚》杂志社旗下《时尚健康》联合举办,旨在表彰在健康领域做出卓越贡献的人和事致敬。

### 向健康致敬! 京东买药携《时尚健康》举行2023健康榜样颁奖盛典

金融界 2024-01-10 16:10

1月8日,由京东买药和《时尚健康》联合举办的“2023健康榜样颁奖盛典”在北京嘉里大酒店隆重举行。活动现场,来自健康领域的专家名人盛装出席,共同见证2023年健康行业至高荣誉京城加冕,一起领略过去一年健康产业发展的创新力量。本届颁奖盛典,由《时尚》杂志社旗下《时尚健康》联合举办,旨在表彰在健康领域做出卓越贡献的人和事致敬。



现场空镜 (二)

在过去的一年,健康趋势如火如荼,中式养生、预防医学、大食物观等热词成为2023年的健康行业关键词。《时尚》杂志举办的“2023健康榜样颁奖盛典”,旨在表彰在健康领域做出卓越贡献的人和事致敬。本届颁奖盛典,由《时尚》杂志社旗下《时尚健康》联合举办,旨在表彰在健康领域做出卓越贡献的人和事致敬。

### 2023健康榜样颁奖盛典举行 中式养生、医药反腐等受到关注

新京报 2024-01-10 15:34

据悉,颁奖盛典上,京东健康采购团队获评“年度营销创新大事件”;善存钙镁锌、康科学等品牌获健康榜样年度奖项。过去一年,中式养生、医药反腐等热词成为2023年的健康行业关键词。《时尚》杂志举办的“2023健康榜样颁奖盛典”,旨在表彰在健康领域做出卓越贡献的人和事致敬。本届颁奖盛典,由《时尚》杂志社旗下《时尚健康》联合举办,旨在表彰在健康领域做出卓越贡献的人和事致敬。

现场空镜 (三)

在过去的一年,健康趋势如火如荼,中式养生、预防医学、大食物观等热词成为2023年的健康行业关键词。《时尚》杂志举办的“2023健康榜样颁奖盛典”,旨在表彰在健康领域做出卓越贡献的人和事致敬。本届颁奖盛典,由《时尚》杂志社旗下《时尚健康》联合举办,旨在表彰在健康领域做出卓越贡献的人和事致敬。



# BRAND MANAGEMENT CASE: RICHTOFIT



**01. October of 2023**

Sponsor of 2023 National Motorboat (Water Flying Man) Elite Competition



**02. Nov. 28 – Dec. 2, 2023**

Exhibiting in First China International Supply Chain EXPO (CISCE)



**03. February of 2024**

The full range of RICHTOFIT products are officially launched in the Mall of Hungarian Selections WeChat Mini Program.



**04. May 9, 2024**

RICHTOFIT Overseas Flagship Store is officially launched at Tmall, the most popular and influential shopping website in China.



## CASE SHARING

## RICHTOFIT: HIGHLY RECOMMENDED BY MOTORBOAT ATHLETES AND MEDIA

RICHTOFIT once served as the gold medal sponsor of the Hungarian Olympic team, and was used as the official sports cream of the Hungarian Olympic team.

It is tested by many athletes that RICHTOFIT products can effectively protect skin throughout intense exercise and harsh environment.

RICHTOFIT is greatly favored by motorboat athletes in the 2023 National Motorboat (Water Flying Man) Elite Competition, and fitness enthusiasts in China.







—  
**THANKS**

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