

# **Strategic Alliance Cooperation Memorandum**

## **Part A:**

### **Confederation of Chinese Metalforming Industry**

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## **Part B:**

On the based of reciprocity, mutual benefit, through the friendly consultation by both parties, regarding the Part B's publicity and promotion in Chinese market, the following strategic alliance agreement is reached.

### **1. Purpose of Cooperation**

1.1 To help Chinese metal formers to see the latest technology and products in China;

1.2 To expand the influence of strategic partners in China, and to make the advertisement more accurate.

1.3 To build **MetalForm China** into an authoritative exhibition created by both exhibitors and organizer.

## **2. Responsibility of Part A**

2.1 To take the part B' advertisement into account into the annual plan of Part A, and to put Part B's logo and name into the promotion material of related industrial events;

2.2 Offer preferential price and priority for Part B to take part in the activities held by Part A such as exhibition, conferences, newsletter, forums, magazines, website, sourcing event;

2.3 To regularly publish the latest information of Part B, including new product, technology, strategy, change of personnel, investment etc via the information platform of Part A, and to help Part B invite target customers to attend news conference to publish new products and technology and enhance the market share and brand awareness;

2.4 Offer Chinese market report and assist Part B to do investigation;

2.5 Help Part B to seek for partners and employees, and arrange to visit customers.

## **3. Responsibility of Part B**

3.1 To offer nominal support for industrial events held by Part A and list the Part A's related industrial events on part B's website and newsletter;

3.2 To take part in MetalForm China exhibition, and exhibit suitable technology and products;

3.3 To offer latest brochures, newsletter, articles and related information to Part A;

3.4 To assist Part A to arrange enterprises visit for member companies.

**Part A**

**Part B**

Confederation of Chinese Metalforming

Industry

Representative

Representative

Date:

Date: