




GOLDEN

GRAIN TRIUMPH

金谷凯莱·2021秋季版



生命



养育



自然



博爱



# OUR ORIGIN

## “ 我们的缘起 ”

当“稻米流脂粟米白，公私仓廩俱丰实”的人类美好愿望，  
遇到“生命、养育、自然、博爱”的东方价值观，  
就诞生了金谷凯莱。

When the mankind's wishes of "the rice is flowing fat and the corn is white, the public and private warehouses are abundant and solid",  
Meet the Oriental values of "life, nurture, nature and fraternity",  
Golden Grain Triumph was born.



# OUR POSITION

## “ 我们的定位 ”

上海金谷凯莱国际贸易有限公司是一家位于上海虹桥商务区、主要从事大豆和冻品进口贸易的专业公司。公司将国际贸易,产业和金融紧密结合,并设立名、特、优农业绿色产业链的产业基金,旨在未来形成先进的农产品生产、加工、贸易产业集群。

Shanghai Golden Grain Triumph International Trading Co., Ltd. is located in Shanghai Hongqiao Business District, mainly engaged in the import trade of soybean and frozen products. The company closely combines international trade, industry and finance, and sets up industrial fund of agricultural business chain, aiming to form an advanced agricultural production, processing and trade industry cluster in the future.

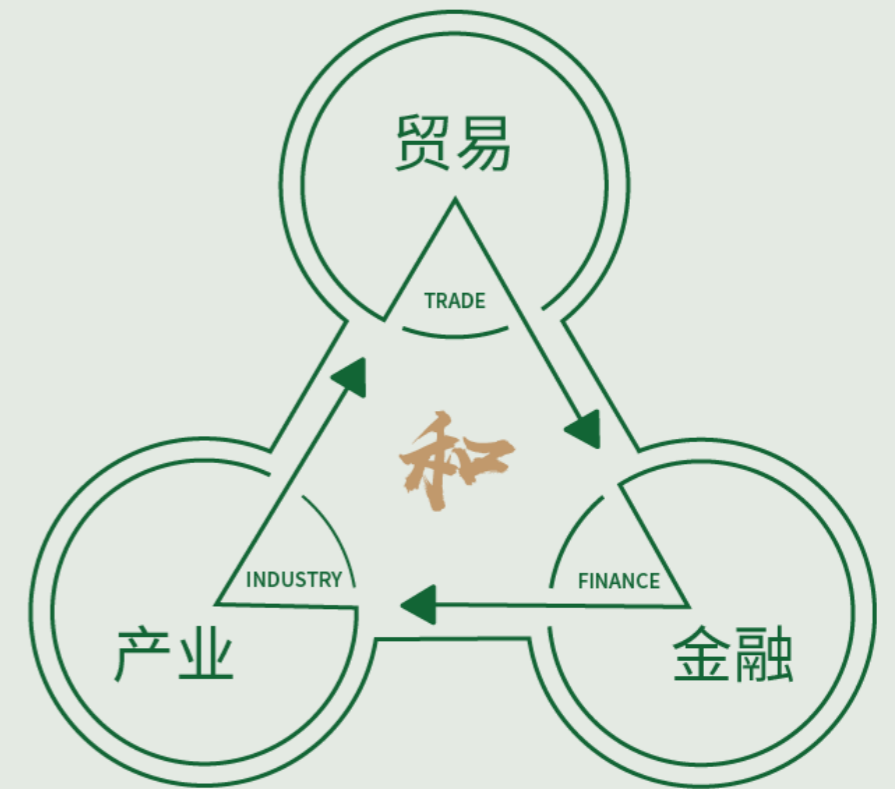


# OUR BUSINESS MODEL

International trade is the most important chain binding consumers and producers, which balances the global supply and thrives the industrial economics. “Golden Grain Triumph” will play the supporting and linking role in it and help the entire business chain progress forward.

## “ 我们的创新模式 ”

国际贸易是衔接生产者和消费者的重要纽带，是平衡全球供需的首要途径，是促进产业经济发展的主要手段。金谷凯莱将在其中发挥支持、助力与链接的关键作用，与上下游群体携手共进。





# OUR COMPETITIV- ENESS

“ 我们的竞争力 ”

「天地人和势」

HEAVEN

金谷凯莱之 天

EARTH

金谷凯莱之 地

PEOPLE

金谷凯莱之 人

HE

金谷凯莱之 和

ADVANTAGE

金谷凯莱之 势



## 金谷凯莱之天

金谷凯莱成立于人类命运共同体发展的特殊时期。为了实现一体化经营的目标，逐渐渗透到各个环节，针对不同的阶段采取对应的灵活运营方式。响应国家对粮油及冻品方面稳定和谐的科学发 展观战略，为国家在粮油及冻品内外供给方面的长期稳定、繁荣贡献一份力量。

Golden Grain Triumph was founded in the special period of the development of mankind.

In order to achieve the goal of integrated operation, it gradually infiltrates into all aspects of supply chain, and adopts different innovative operation modes for different stages. In response to the stable and harmonious scientific strategy on the development of agricultural products, we will contribute to the long-term stability and prosperity of the international trade.



## 金谷凯莱之地

公司的创始团队多年深耕国际市场，拥有深厚的全球资源。

公司在世界主要的农产品国家拥有丰富、稳定的粮油及冻品渠道，可为国内客户提供最优质的资源保障。主要业务为全球采购，供应链建设、货物进口等国际贸易进口业务。

The founding team of the company has been deeply engaged in the international market for many years, brings the company the finest resources of agricultural and frozen products worldwide, providing stable and reliable products for the customers. The main business includes spots and futures, purchase and sale, logistics and other international business.





# PROFESSIONAL TEAM

金谷凯莱之人和

公司在运营、进出口贸易、财务、物流等各个环节，都有业内知名的精英团队全心投入运作。

The company has professional elite teams in operation, import and export trade, finance and logistics, etc.



## 联合创始人 CO-FOUNDER

### 黄女士

硕士学历，曾供职于国家金融机构和欧洲全球性投资公司，熟悉相关国际金融业务，专业知识扎实，具有丰富的投资经验、专业的职业精神和与时俱进的投资理念。曾获得全国金融工委优秀党员称号及三八红旗手等荣誉。成功地代表原所在机构投资完成秦山核电站、宝钢集团、京沪高铁等建设项目，并同时配合“一带一路”在泰国、印尼、马来西亚等地投资发展了能源、基础设施、海洋经济等产业。

### Mrs HUANG

Master degree, served in national financial institutions and European global investment companies, familiar with relevant international financial business, solid professional knowledge, rich investment experience, professional spirit and advancing investment philosophy. Has been awarded the title of Excellent Party Member of the National Financial Working Committee and the honor of Red Banner pacesetter. Representing the office, successfully invested in construction projects such as Qinshan Nuclear Power Plant, Baosteel Group and Beijing-Shanghai High-speed Railway, cooperated with "Belt and Road Initiative" to invest and develop energy, infrastructure, marine and other industries in Thailand, Indonesia, Malaysia and other places.



# 联合创始人

## CO-FOUNDER

### 杜先生

大学轻工专业，工业经济研究生学历，曾任央企书记兼总经理，主管局总工程师；民企总经理兼总工程师。曾主持设计数家粮油制作工厂，在技术研发工作中，多次获省部级以下科技进步奖。在香港联合能源任CEO，负责对印尼资源性项目投资。是福建省投资公司创始人之一。

### Mr DU

Majored in light industry, industrial economy master degree. Served as the general manager, chief engineer and secretary of central enterprise; General manager and chief engineer of several private enterprises. Conducted the design of several grain and oil production factory, acquired provincial and ministerial level awards for his technical research and development work. Worked as CEO of Hong Kong Consolidated Energy, responsible for investments in resource projects in Indonesia. Co-founded Fujian Investment Company.



## 核心团队成员 Core Staff

### 杜昊

理学硕士，毕业于法国北方高等商学院。从事大宗商品的国际贸易与期现货操盘十余年。曾于美国上市企业任职董事会秘书、财务副总裁；曾成立并运作国内首批CTA基金之一，对大宗商品的价格把控与市场分析独树一帜。

### Hao DU

Master of Science, graduated from EDHEC, France. Engaged in spots and futures international trading for more than 10 years. Worked as secretary of the board and vice president of finance of NASDAQ listed company. Raised and operated one of the first CTA funds in China, with sharp and unique viewpoint in commodities market analysis.

### 马善云

1997年毕业于东北财经大学外贸系，此后从事出口业务二十余年，先后在国营外贸公司、外企办事处、民营企业的采购及订单管理类岗位工作，积累了丰富的国际贸易实际操作经验和供应链管理经验。

### Shanyun MA

Majored in international business, graduated from Dongbei University of Finance and Economics. Engaged in international trading for more than 20 years, worked in purchasing and order management positions in state-owned foreign trade companies, foreign enterprise offices and private enterprises. Rich experience in international trade and supply chain management.



# MISSION PIONEERED

金谷凯莱之和

和

金谷凯莱首创大贸易格局的“和”模式。  
和是公司的愿景、使命和情怀。天下谷仓、四海  
一家，是人类命运共同体的天地人和。

Golden grain triumph pioneered the "HE" mode  
of big trade pattern.

"HE" is the company's vision, mission and values.  
The granary of the world and the cosmopolitan  
family are the harmony of heaven, earth and  
mankind in the community of human destiny.



# 和

是公司的业务模式

成为国际贸易产销一体化的关键连接点，将世界主要农产品国家的优质、丰富的农产品进口到国内，为客户提供稳定的货源进口保障。以大宗物资集中采购为切入点，以稳定渠道为拓展平台，充分利用金融渠道等优势，加快商业模式创新，进一步拓展业务范畴，实现国内及国际贸易新突破。

It will become the key point of the connection between production and trade in international business, trading various finest agricultural products from the world's major producing countries worldwide, and providing customers with stable quantity in long term. Take the commodities centralized supply as a breakthrough point and stabilized resources as the expansion platform, consolidate with the advantage of financial support,. Accelerate the innovation of the business mode , further expand supply and demand channels, and achieve new breakthroughs in international trades.



# 和

是公司的经营模式

在经营上采取多种贸易方式，即内贸与外贸相结合、贸易与金融相结合、贸易与实业相结合、现货与期货相结合等多种产业一体化经营方式，致力发展为具备多元化经营的国际贸易公司。

In terms of operation, it adopts a variety of trading mode, which includes the combination of domestic and foreign trade, the production and trading, the financing and trading, the spots and futures, aiming to develop into a diversified international trading company.



# 和

是公司的发展目标

将在世界许多国家和地区，形成巨大的国内外贸易营销体系，在国内外粮食流通领域极具实力和影响力。与全球客户携手合作，共同发展。

公司本着充分发挥信誉、资源、专业的优势，立足农产品产业，研发商品增值空间，强化便利、即时、快捷之功能，加速推进国际贸易产业链的形成。

It will form a huge domestic and international trade marketing system, which has great impact in the field of agricultural circulation. Co-operating with global customers and achieve a common development together.

With the company's resources, reputation and specialty, the business will earn a place in the global agriculture market, and accelerates the development of the supply chain of industry.





# Golden Grain Triumph Six Advantages

金谷凯莱之势

# 势

ADVANTAGE

金谷凯莱六大势能



## Technical

### 技术优势

公司具有专业的产品分析、业务操作及渠道对接优势，有专业团队严控货品质量，拓展国际贸易、开发海外资源、开展物流管理与银行合作。

The company has comparative advantage in product analysis, business operation and supply chain management. We have professional teams to control the quality of commodities strictly, to expand international business, to develop overseas resources, and to cooperate with logistics companies and banks.



## Talent

### 人才优势

拥有一支高度专业化的国际贸易运营团队，他们熟悉国内外粮油及冻品等大宗商品市场，精通国际贸易实务操作，并熟练掌握中、英、法等语言。

We have highly professional business teams, who are familiar with international markets of cereals, oils and frozen products. Proficient in international trading operations, as well as Chinese, English, French, etc.



## International

### 国际资源优势

在全球各主要粮食和肉类输出国都有直接的龙头供应商资源，从源头上保证了货源的稳定和价格优势，得以形成完整的全球采购渠道。

We have leading agricultural supply resources in the major producing and exporting countries, guaranteeing the stability of supply and price advantage, thus enables us to form a complete global procurement channel.



## Domestic

### 国内资源优势

通过和大型国有企业及民营企业的深度合作，逐步建立起在国内的销售体系。此外，和国内诸多关联企业建立了战略合作关系，各自发挥所长，共同致力于打造一条完整的贸易产业链。

We've established a domestic sales system through cooperation with large state-owned enterprises and private enterprises, started strategic cooperative relations with numerous domestic affiliated enterprises, giving full play to their respective strengths, and working together to build a complete trading industry chain.



## Integration

### 整合优势

公司历经两年调研了国内与国际粮油及冻品的期货、现货购销、物流运输、贸易进出口等相关行业市场，并与其主要上下游渠道建立了良好的合作关系。

With two years of research in both domestic and international futures and spots transaction, logistics, import and export fields of Cereals, Oils and frozen products, we have established cooperative relationship with potential upstream suppliers and downstream distributors.



## Honor

### 公司荣誉优势

公司在与世界各国的各级政商的交流活动中，与多方高层达成了良好的合作共识。列为巴西政府农业产业化经营重点合作企业。

The company has reached a good consensus of cooperation with various high-level officials during the exchange events of various levels of government and business around the world. It is listed as the key cooperative enterprise of agricultural industrialization management by the Brazilian government.



OUR  
PROJECT

“ 我们的项目 ”

项目

PROJECT

金谷凯莱 — 食用农产品项目说明



# AGRICULTURAL PLANTING PRODUCTION

农业是经济的支柱，对全球的各个国家来说意义重大。金谷凯莱将致力于运用国际贸易平衡世界农业的供需，让全球农业经济蓬勃发展，产品顺畅流通。在当前阶段，主要以非转基因大豆和肉类冻品做为重点业务产品。

Agriculture, as the basic economic event, is of significant importance to all countries worldwide. Golden Grain Triumph is committed to balance the supply and demand of the agricultural products globally, to interact with each customers to achieve increasing circular results. At the current stage, the company takes NON GMO soybean and frozen meat as the main business.



Agriculture region of production is usually rich in soil resources, farming materials, therefore sufficient and stable quality of agricultural products. Golden Grain Triumph will target these areas as the main supply resource to meet global needs, to develop long-term customer relationships, and to build its commercial chain.

农产品主要产出地区的土地资源丰富，农产品原材料供应充足，并拥有大量的粮食作物和肉类生产加工输出基地。金谷凯莱将这些地区作为重点供应区域，建立大量稳定农、畜产品的货源渠道集合，向国内终端进行对接供应。





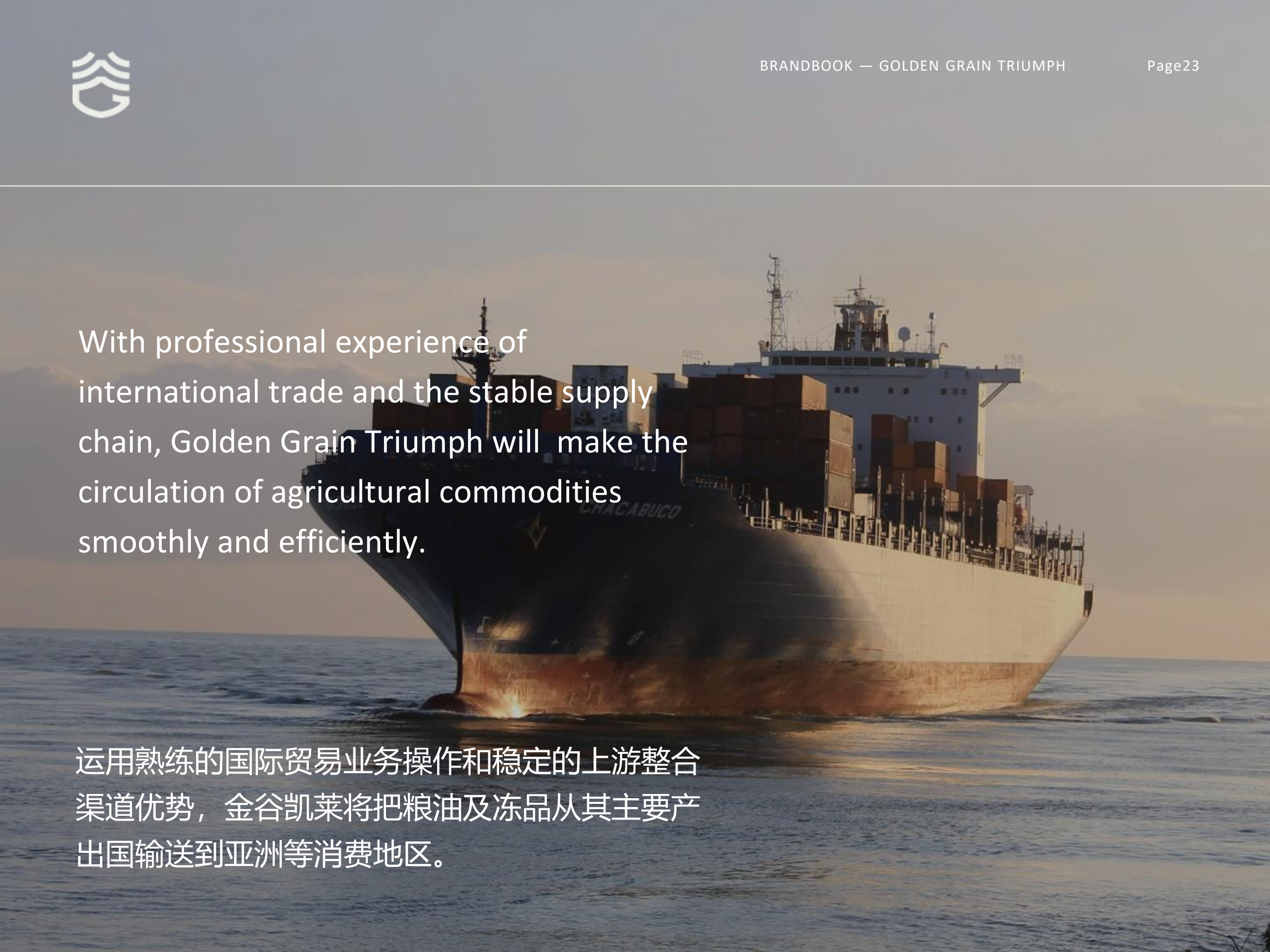
# Supporting And Linking



国际贸易是衔接生产者和消费者的重要纽带，是平衡全球供需的首要途径，是促进产业经济发展的主要手段。金谷凯莱将在其中发挥支持、助力与链接的关键作用。

International trade is the most important chain binding consumers and producers, which balances the global supply and thrives the industrial economics. “Golden Grain Triumph” will play the supporting and linking role in it and help the entire business chain progress forward.





With professional experience of international trade and the stable supply chain, Golden Grain Triumph will make the circulation of agricultural commodities smoothly and efficiently.

运用熟练的国际贸易业务操作和稳定的上游整合渠道优势，金谷凯莱将把粮油及冻品从其主要产出国输送到亚洲等消费地区。



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WE ARE WHO WE ARE

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谢谢