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Related News

SOURCE: Dynasty Resources Inc.

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Dynasty Resources Assists U.S. Brands Now Rushing to Capture the Chinese Consumer

NEW YORK, NY--(Marketwire - May 9, 2011) - Dynasty Resources Inc., a US-China business consulting and advisory service firm was selected as the US-China consulting firm by ENK International, the largest apparel trade show in the US in joining the 11th CHIC show in Beijing to assist ENK's client brands in developing understanding and confidence to explore the Chinese marketplace for the first time.

Chinese International Clothing & Accessories Fair (CHIC) Overseas Pavilion had 771 exhibitors from 23 countries and took place at the New China International Exhibition Center in Beijing from March 28th-31st, 2011.

Business Matchmaking

Dynasty provided complete end to end guidance to ENK both in New York and Beijing including:

- Research, pre-launch presentation and guidance to prospective ENK brand clients in the US and on the ground Beijing arrangements for exhibitors.
• Recruiting, training and supervising translators for each exhibitor, and provided interpreters for business discussions facilitating face to face matchmaking.
• Relationship management services including assisting with discussions with prospective distributors, shopping mall management and real estate developers.

Dynasty's Beijing office staff was directed by Hong Cheng, Managing Director, New York, assisting Courtney Harold, ENK Director of Development, in all aspects of Chinese brand development and market exploration. Together they co-authored the "China Distribution Guide" which served as the ENK China guidebook for exhibitors at the USA Pavilion at the CHIC show.

US exhibitors ranged from celebrity denim brands to high fashion evening wear including AG Adriano Goldschmied, Allan J., DL 1961, Hudson, J Brand, Nanette Lepore, Paige, Revgrp, Robert Rodriguez, Robin's Jean, and Tart Collections.

About Dynasty Resources Inc.

Dynasty Resources Inc. is a US-China cross-culture business consulting and advisory firm based in New York with offices in Shanghai and Beijing. Its clients range from SMEs to fortune 500 companies in the US and China. The company assists firms in research, recruiting, project management and relationship management.

About ENK International Inc.

ENK International founded in 1981, is the leading trade show organization serving the upscale fashion

marketplace. The company conducts 21 events per year and represents over 10,000 domestic and international exhibitors.

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