



EMTI

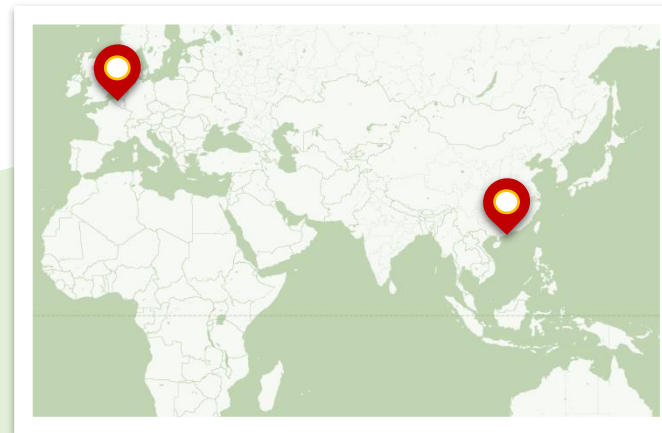


Sustainable Solutions for
all Farmers and landscapers

CHANG CHING YU
operation manager

Our Goal: build a bridge of sustainable technologies between EU and China

- Founded in 2014 Belgium-HK
- Focus on market of bio-stimulants in China
- Initial tests in EU, Canada and Latin America
- Selected as official partner for the Beijing Horticulture World Expo 2019 for Belgium



BEL 
EXPO

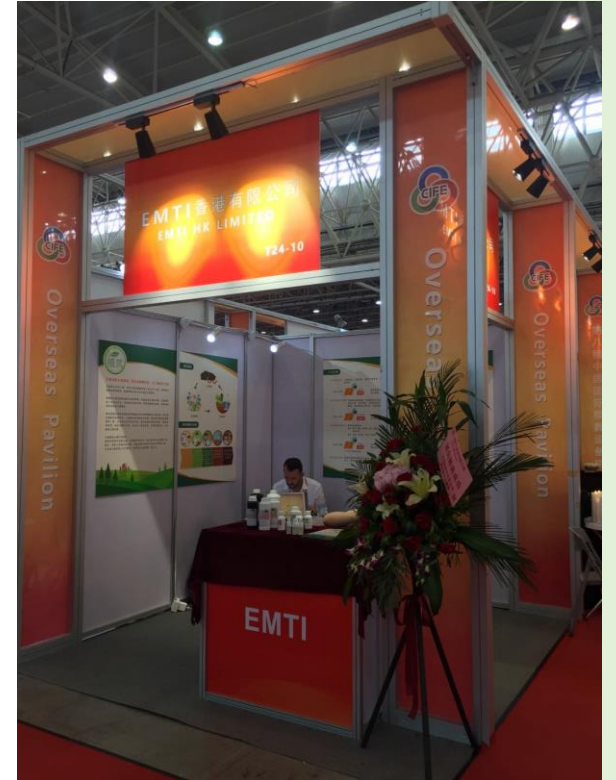
Belgian Commission General
for International Exhibitions

BEIJING
2 0 1 9

**OFFICIAL
PARTNER**

Our Experiences:

- Marketing: branding, fairs, digital via wechat
- Administration:
 - Chinese subsidiary founded (2016)
 - Products imported (2016)
 - Brand registered (2018)
 - Products in agriculture registration (2019)
- Project Based: Beijing Horticulture World Expo; Green Cemetery in Guangzhou, Shanghai; Farms in Shanghai, Hainan.
- What we do now:
 - Soil improvement
 - Non-chemical cultivation / Enhance plant resistance
 - Organic pest control

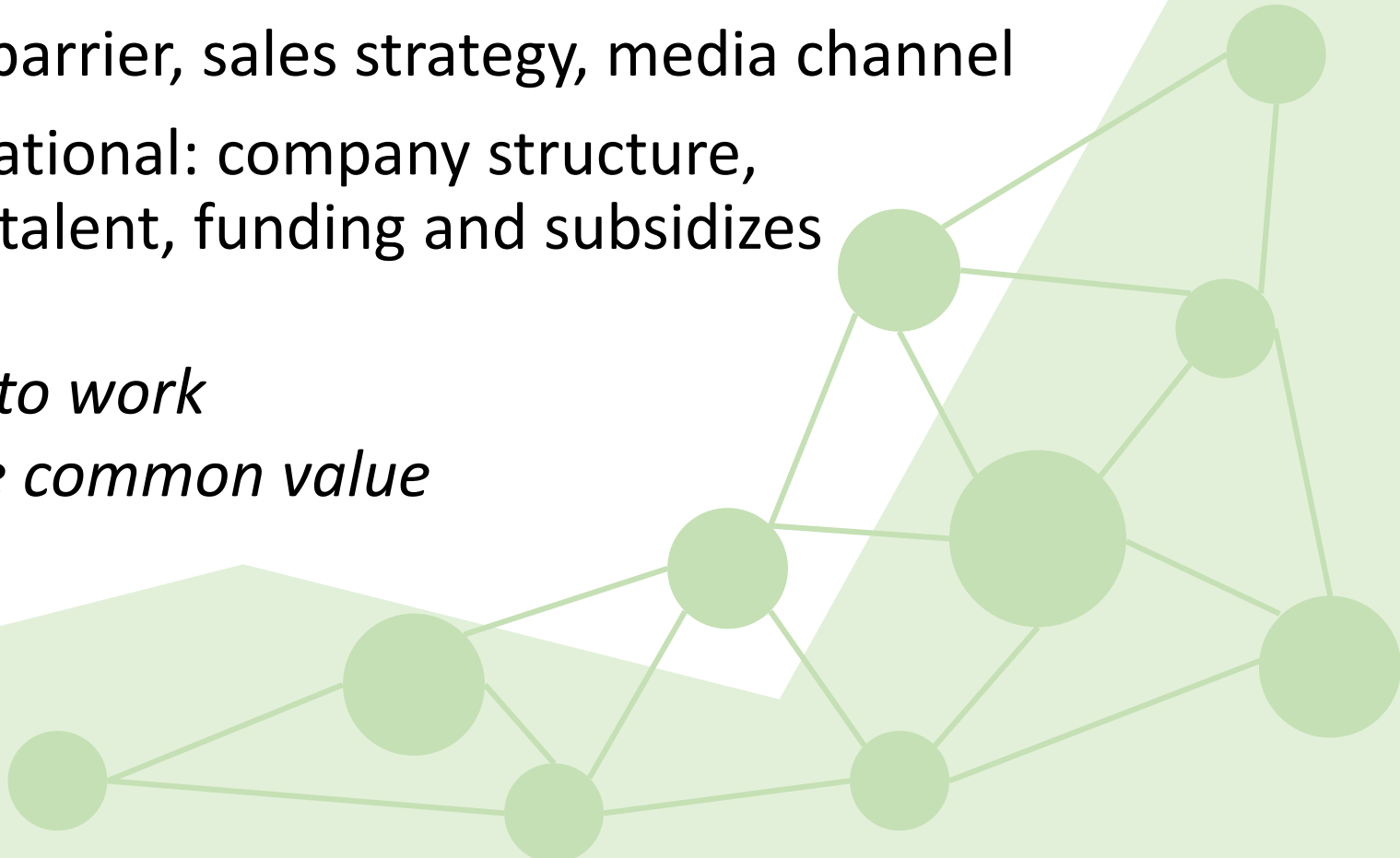


Wuhan cemetery expo 2018

The Obstacles We Faced:

- Administration: regulations, brand protection
- Communication: culture barrier, sales strategy, media channel
- Run a startup as a multinational: company structure, local visit, attract foreign talent, funding and subsidizes

*It's important to work
with people who share common value*





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chingyu.chang@emti.com.hk



植武



EMTI



www.emti.com.hk

www.Plant-force.eu