

传思, 达意

SAY THE RIGHT THINGS

AMSTERDAM BANGALORE BARCELONA BEIJING BERLIN BRATISLAVA
BRUSSELS BUCHAREST BUDAPEST COPENHAGEN DUBLIN FRANKFURT
HONG KONG LONDON MILAN MUNICH PARIS SHANGHAI SINGAPORE
TAIPEI VIENNA WARSAW ZURICH

shepard-fox.com

SHEPARD FOX
COMMUNICATIONS

计划进入一个新的市场,想要市场知道你的存在? 奇怪媒体大幅报导行业的激烈竞争,却对你的公司无半点着墨? 发出了新闻,却没有媒体报导? 需要成效显著,物有所值的公关服务?

那么我们该谈谈了。



我们是谁

- Shepard Fox Communications是一家专门从事公共关系和企业传媒的公司，
- 2007年在瑞士苏黎世创建，
- 有30名合作伙伴，网络遍及欧洲亚洲23国，包括：
阿姆斯特丹，班加罗尔，巴塞罗那，北京，柏林，波恩，布拉迪斯拉发，布鲁塞尔，布加勒斯特，布达佩斯，哥本哈根，都柏林，香港，伦敦，米兰，慕尼黑，巴黎，上海，新加坡，台北，维也纳，华沙，苏黎世。
- 团队成员都是新闻报导、公共关系、企业传媒领域的佼佼者，从业经验至少10年以上。

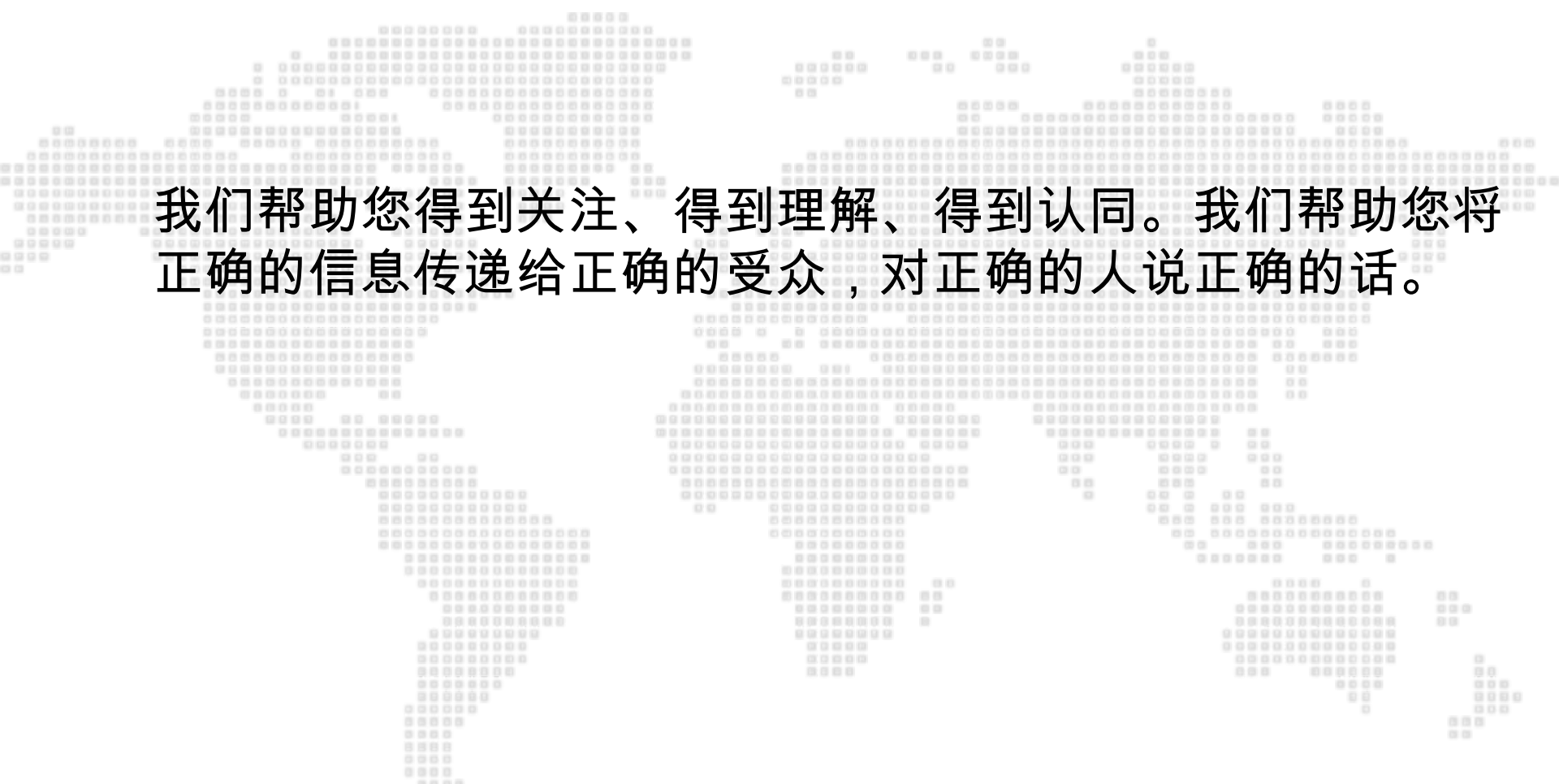
我们提供什么

- 战略咨询、高效执行、显著成果
- 我们提供战略咨询和项目执行服务,范围覆盖各种媒体渠道、各个产业部门。
- 我们的服务包括财经通讯、CEO和公司声誉管理、赞助管理、和品牌树立。
- 我们能够将扎根于本地的公关与跨欧亚多国的公关结合起来。

我们的优势

- 稳定可靠的多层次媒体关系
- 内容开发与信息传递
- 将复杂无趣的主题（ B2B 产品, B2B 服务 ）用简单的语言、以故事的形式表达，使之成为新闻。
- 在国际范围内协调/在本土范围内调整：战略、内容、信息和措施。
- 一经要求，即可提供全套服务，包括平面设计、网页编辑编程、媒体培训、翻译、文案和发言稿撰写、视听材料制作。

我们的使命

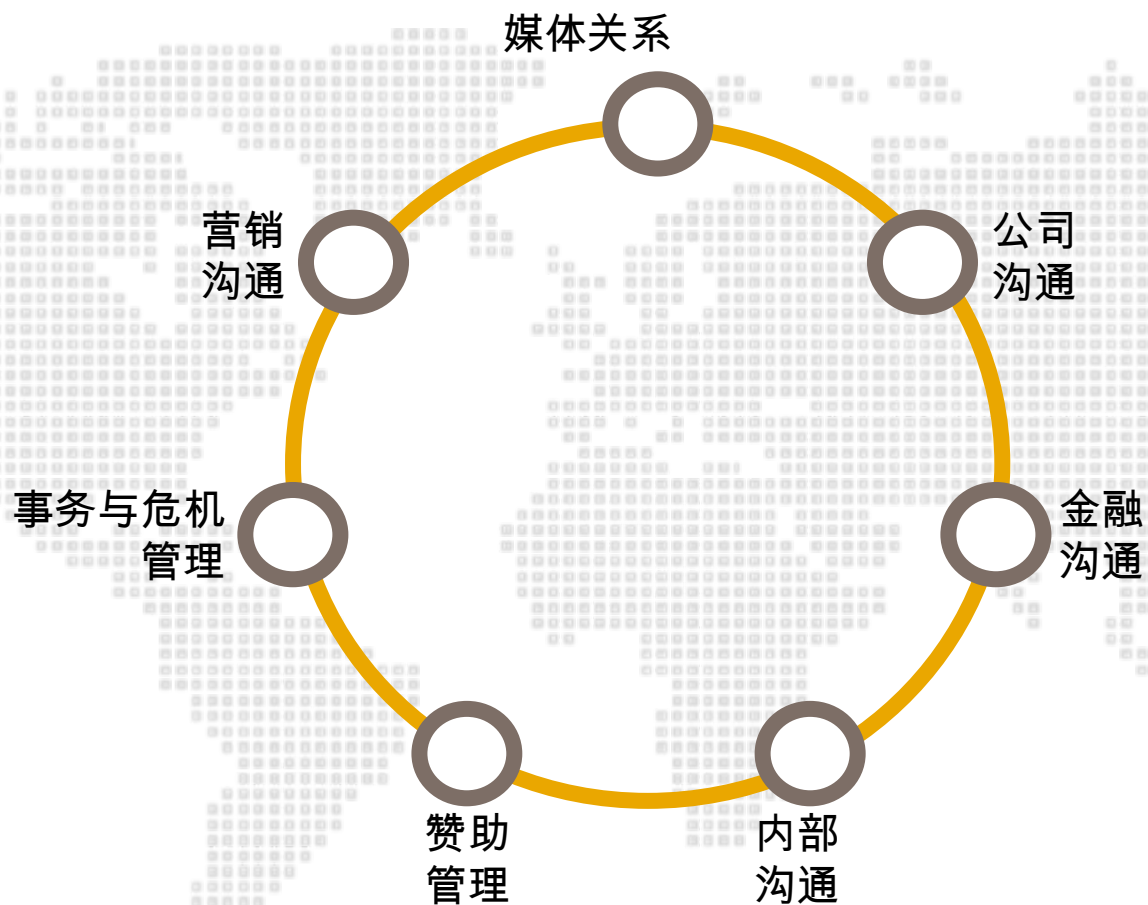


我们帮助您得到关注、得到理解、得到认同。我们帮助您将正确的信息传递给正确的受众，对正确的人说正确的话。

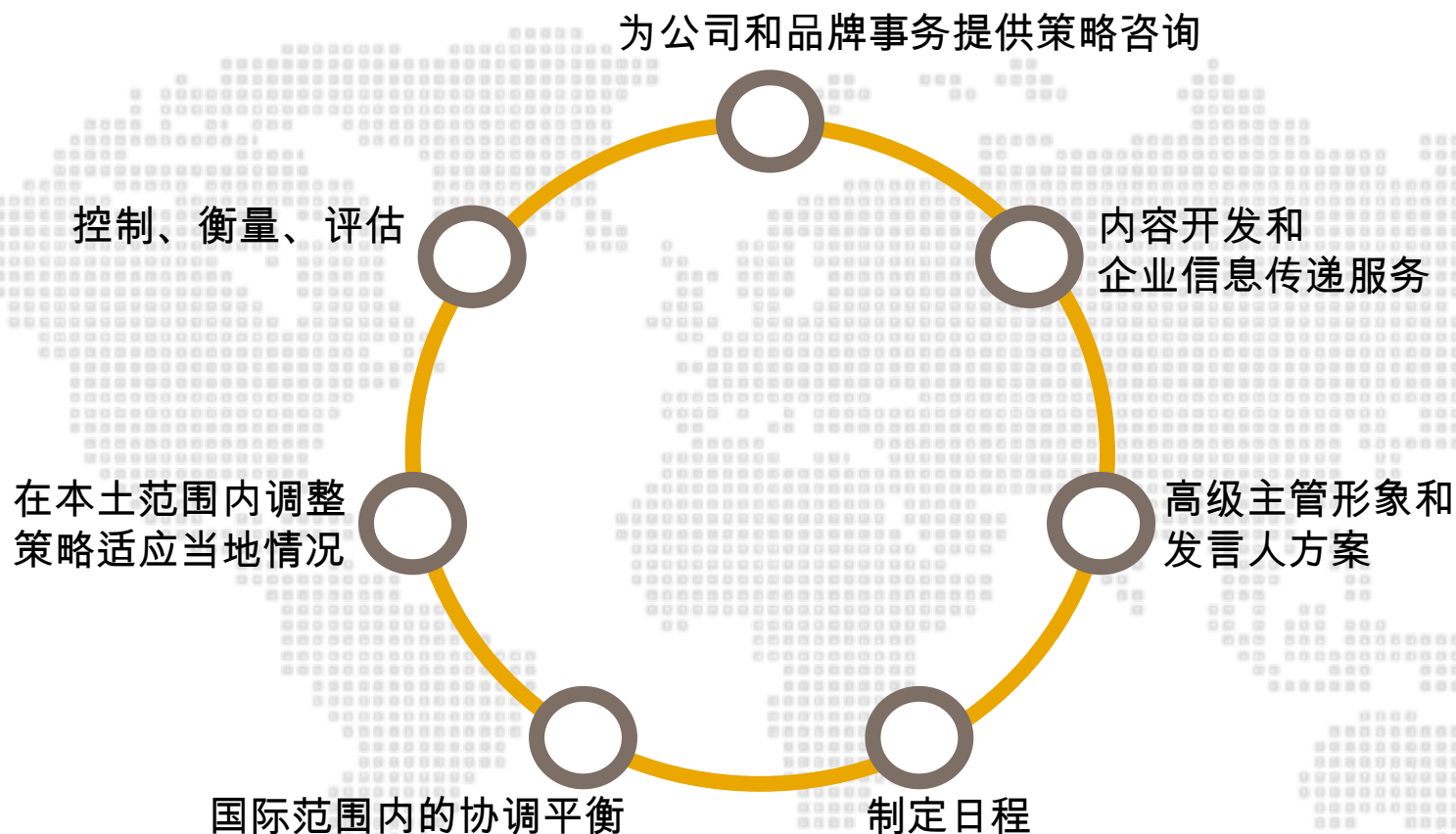
我们的价值主张

- Shepard Fox Communications是一家专门从事公共关系和沟通的国际公司，为公司和公共事业组织制定并执行公关策略和沟通策略。
- 我们对经济、商业和政治有着透彻的理解，擅长沟通和处理公共关系，专业知识久经考验，致力于帮助客户提高知名度、扩大竞争力，获得成功。
- 我们已经超越了传统国际公关网络组织，让我们引以为傲的已经不是多层次体系和超长控制链，而是我们亲力亲为处理问题的方式，每一个团队成员既是策略设计师，又是顾问，还是执行者。全球经济形势瞬息万变，只有亲力亲为，我们的反应和速度才能够快，才能为我们的客户赢得关注。

专业领域I



专业领域II



我们提供什么 媒体关系

- 建立内部“好消息”处理流程，
- 将公司信息变成新闻
- 挑选适合作为新闻发布的信息
- 撰写、编辑、翻译新闻稿
- 将新闻稿定向发布
- 选择媒体:从电报到社会媒体，从贸易到生活方式
- 新闻发布会，从发布信息到举办活动
- 媒体采访，包括安排、介绍情况、跟进
- 媒体监控、媒体剪辑、评估
- 媒体培训

我们提供什么 企业传媒

- 就公司和品牌事务为执行董事会提供策略咨询服务。
- 公司声誉和信息管理
- CEO与执行董事会形象
- 综合沟通规划与执行
- 调整国际宣传活动以适应当地情况
- 在各国和全球矩阵组织中传递一致信息
- CEO信函、安排发言人、撰写发言稿、董事层级的访问
- 公司出版事务：客户新闻通讯、公司简介、年报
- 企业网站 互联网/企业内部网概念、实施、管理

我们提供什么 财经通讯

- 在金融和投资领域提高贵公司的声望
- 创造激动人心的公司历史 (并购和首次公开募股方面的股票故事)
- 财务报告 季度财务报告和年度财务报告
- 观察股票市场整顿后的沟通需要
- 专设沟通和企业管理所需的沟通 (董事交易 , 控股情况信息披露)
- 调整分析师和媒体兴趣和需求使其达成一致
- 股东大会
- 年度报告

我们提供什么 内部沟通

- 让雇员参与对话，积极分享知识
- 企业内部网概念、实施、管理
- 内部业务通讯与杂志
- 内部管理沟通 镇民会议/全体会议
- 雇员日理念和管理
- 变化交流

我们提供什么 事务管理和危机管理

- 识别相关事务与管理相关事务
- 日程设定项目
- 风险评估和管理
- 风险沟通计划和手册
- 贯彻实施预警系统
- 危机沟通预演与媒体培训
- 现场和远程危机沟通支持

我们提供什么 营销沟通和赞助管理

- 品牌策略及其实施
- 市场调查
- 产品发布-顾客与 B2B
- 商展、展销会、会议、促销活动与支持
- 广告、软文、产品简介、视频、产品公关
- 促销、客户招待活动
- 发掘合适的赞助平台
- 赞助策略、理念及其贯彻实施

我们提供什么 范围和产业

跨国公司和 大公司	跨国公司的子 公司	中小型企业	机构和行政管 理	学术机构和基 金会
IT、技术、电信				
金融				
资本货物				
消费品				
服务				
咨询				
机构和行政管理				

客户群

- IT、技术、电信：

SIEMENS



FUJITSU

HYUNDAI
MOBILE EUROPE

- 金融：

SIX GROUP

SIX MULTIPAY

SIX PAYNET

ERSTE BANK

PostFinance
SWISS POST



- 消费电子产品



Panasonic
ideas for life

SONY.

客户群

- 消费与生活方式



- 体育与赞助



- 展销会与促销活动



客户群

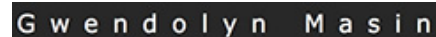
- 人力资源服务与咨询



- 商业服务与咨询



- 艺术与学术



客户案例分析

Adecco Group

Adecco Institute

总部设在瑞士的安德高是世界一流的人力资源服务公司。2007-2010年间，我们一直为该公司在伦敦的智库、研究中心、及安德高人力资源管理学院服务。

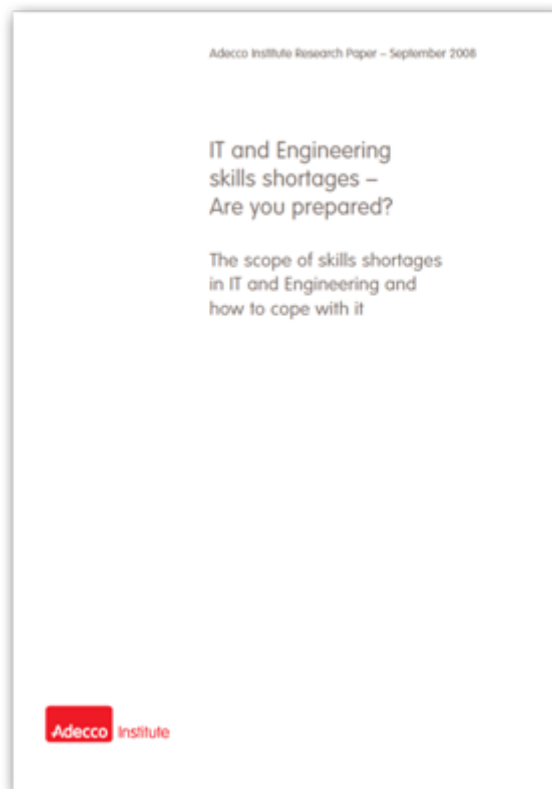
我们作为该公司全球范围内的公关服务提供商、综合项目管理者，为其设计公关理念，为其打造人力资源行业思想领袖的声誉，撰写消息，负责学院、各国分部、公司总部和外部之间的沟通。

我们还能制作各种文件：从媒体新闻稿到研究论文；也能管理网站、组织推介会、管理发言人和媒体联络；不管地点是在上海，还是罗马，或是苏黎世。

客户案例分析



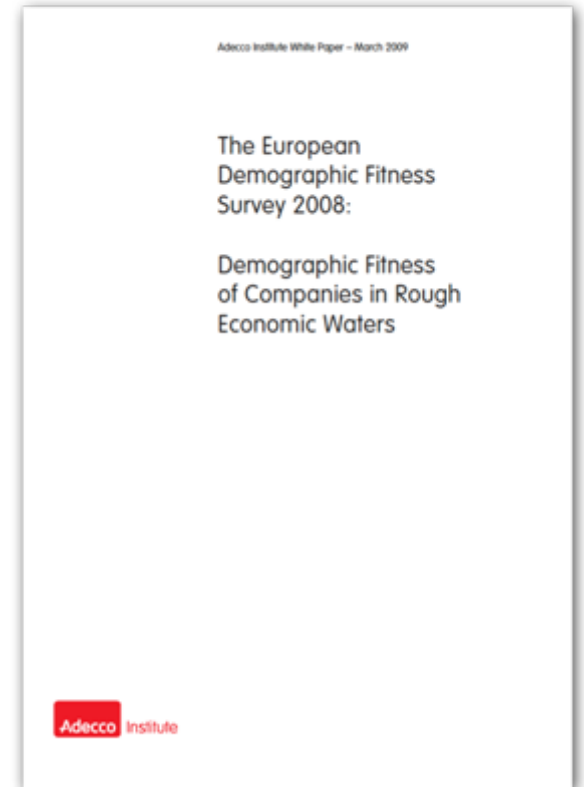
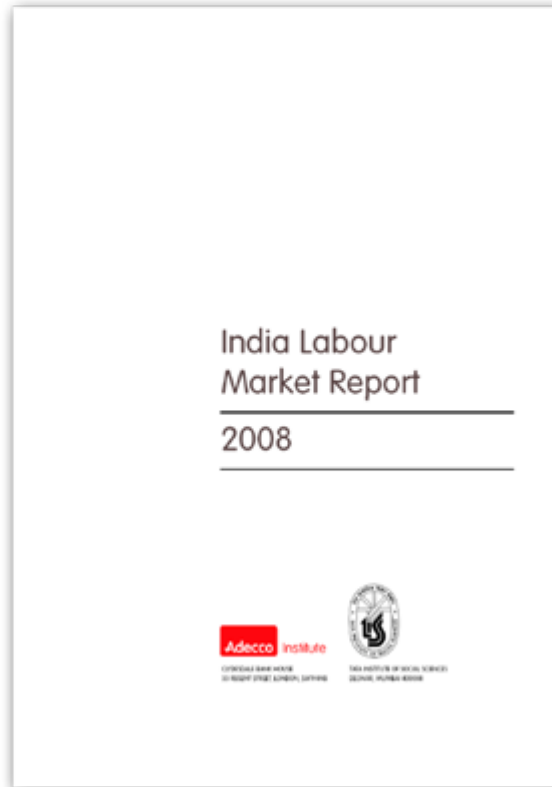
撰写、编辑、翻译、设计、打印研究论文：



客户案例分析



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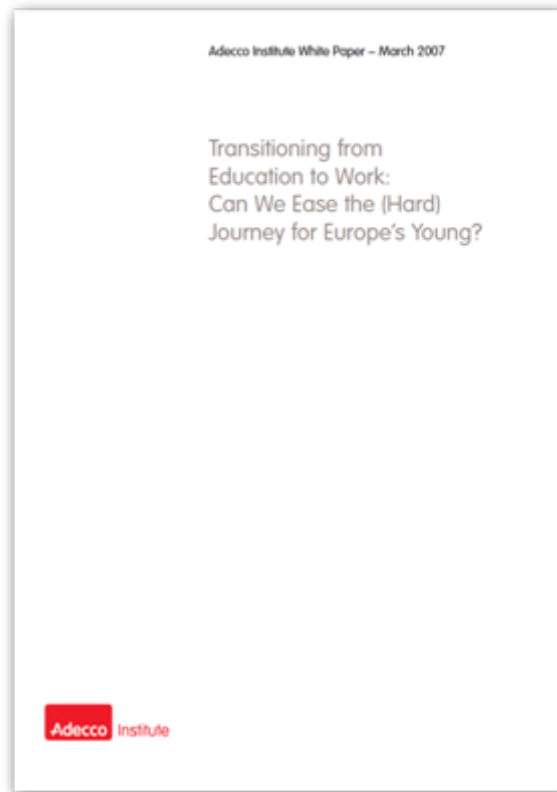
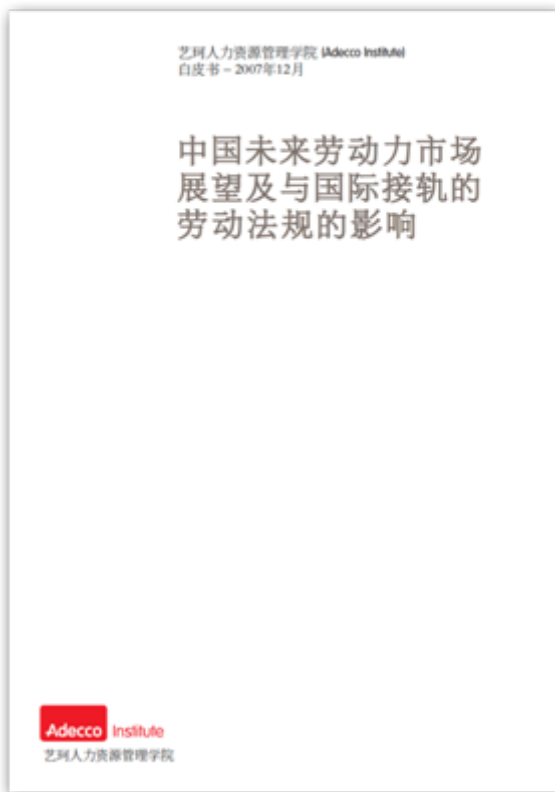
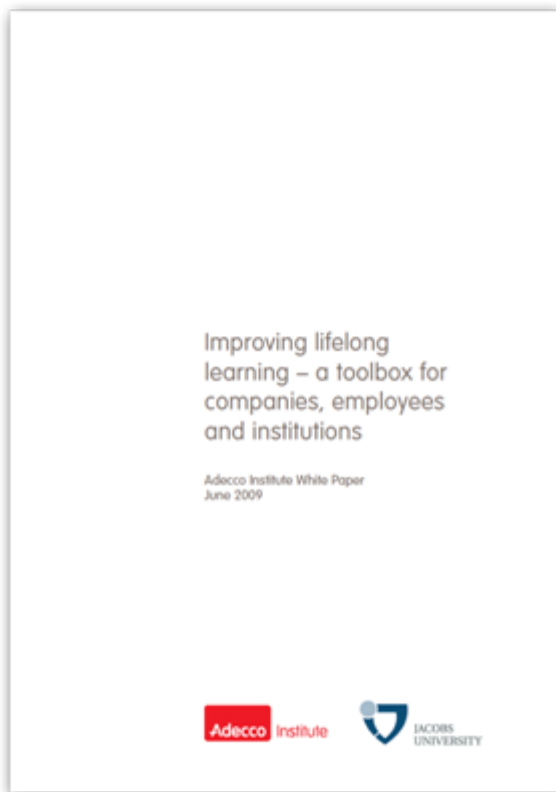


客户案例分析

Adecco Group

Adecco Institute

撰写、编辑、翻译、设计、打印研究论文：



客户案例分析

Adecco Group

Adecco Institute

规划、组织、管理新闻发布会与专家组会议



客户案例分析



规划、组织、管理研讨会与客户会议



客户案例分析

Adecco Group

Adecco Institute

开发公关工具箱，以适应本土要求 邀请参加西班牙客户会议

Lugar de celebración:
Aula Magna, Instituto de Empresa
María de Molina, 11

Se ruega confirmación
Anelli Castrejón
anelli.castrejon@ie.edu
Tel. 91.568.96.00 (ext.1211)

Madrid, 22 de Marzo de 2007

Instituto de Empresa
Adecco
better work, better life

Instituto de Empresa
Adecco
better work, better life

'Generación Y' y mercado laboral:
Modelos de gestión de RRHH
para los jóvenes profesionales



¿Cómo es la nueva generación de profesionales?

¿Qué esperan de las empresas, y cómo abordan su carrera profesional?

¿En qué medida las regulaciones laborales apoyan u obstaculizan una correcta integración de los jóvenes en el mercado de trabajo?

El mercado laboral vive las consecuencias de un drástico descenso de la natalidad y envejecimiento progresivo de la población activa. Los jóvenes, protagonistas de esta nueva 'batalla por el talento', ven el mundo con otra óptica, lo que cuestiona la validez de las políticas de atracción, gestión y retención de personas imperantes hasta el momento.

Agenda

10.00-10.15 Apertura
Fernando Alvariz
Direc. Marketing y Comunicación, Adecco
Santiago Elguizar
Decano IE Business School

10.15-11.00 Conferencia:
'Evolución demográfica y mercado laboral:
competencias y desafíos'
Baltasar Aguiló
Presidente Fundación IE

11.00-11.30 Café

11.30-12.30 Presentación del estudio
Gajón Alarcón
Director, Aula de Innovación
Centro de Sector Público PwC-IE Business School
Cristóbal Zoides
Director, Asesoría, Centro de RRHH, IE Business School

12.30-13.30 Mesa redonda
El contexto del mercado laboral para los jóvenes.
Estrategia reguladora y demandas de la empresa
Elena Chaves, Directora de RRHH de Microsoft España
David Ferrer, Director de RRHH de San Power
Federico Dorado, Jefe, Strategem Abogado
Peter Zimmermann, Director General, Adecco Institute

13.30 Conclusiones y cierre de la jornada




客户案例分析

规划、安排、管理媒体采访



客户案例分析

规划、安排、管理媒体采访

Recrutement Un tiers seulement des postes vacants sont pourvus convenablement Tempes grises, les patrons devraient s'arracher les cheveux

Selon Adecco, les entreprises belges ne prennent pas suffisamment de mesures pour compenser le vieillissement du marché du travail... presque plus les entreprises dont elles ont besoin.

S'il est une tendance lourde, prévisible et incontournable, c'est le vieillissement démographique auquel sont confrontés nos entreprises. On les entreprises belges semblent assis du mal à aborder actuellement le vieillissement de la population et à attirer des personnes qualifiées.



Profession: retraité. Chez Vite Media (U.S.A.), la moyenne d'âge des employés est de 74 ans...

trouver les personnes disposant des compétences techniques nécessaires et 40% d'entre elles affirment ne pas trouver le personnel doté des bonnes compétences linguistiques.

pour réserver des défis démographiques. « Ainsi, quelque 85% des entreprises interrogées pensent que le manque de formation peut être résolu en améliorant la formation de l'école au travail.

Enfin, les entreprises belges sont toujours réticentes vis-à-vis du recrutement des plus de 50 ans. Selon 11% d'entre elles prévoient d'engager davantage de travailleurs de ce type que l'année dernière, et 27% envisagent quant à elle d'embaucher moins de « vieux » salariés.

« MALGRÉ LA CRISE, LA « GUERRE DES TALENTS » RESTE UNE PRIORITÉ »



WOLFGANG CLEMENT président d'Adecco Insitute:

les effets du vieillissement de la population et la perte de compétences qui y est liée ne sont pas assez pris en compte par les entreprises.

dans le domaine du travail intérimaire qui en constitue un excellent baromètre et qui en subit tout d'abord les effets négatifs. Les repercussions de cette crise se font d'ailleurs sentir à l'échelle mondiale, et les mesures qui doivent être prises pour en limiter les conséquences devront être mises en oeuvre à l'échelle mondiale.

des l'an prochain. Lorsque les effets de la crise se seront dissipés, les employeurs se retrouveront confrontés aux mêmes problèmes qu'avant celle-ci, sur le plan du recrutement d'ingénieurs, de techniciens, de spécialistes en IT, de collaborateurs maîtrisant plusieurs langues, notamment.

tions restent désespérément vacantes alors que dans le même temps nous enregistrons des taux de chômage élevés. la rencontre entre l'offre et la demande ne s'effectue pas correctement car de trop nombreux demandeurs d'emploi ne sont pas assez qualifiés.



Group



Insitute

10 文匯 论坛 Wen Hui Bao

2009年4月13日 星期一 2009年4月13日 星期一

扩大内需与对外开放

田惠文

扩大内需与对外开放是相辅相成、互为促进的。在金融危机冲击下，中国应进一步深化改革，扩大开放，增强国际竞争力。

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从“卫生”到“安全”的跨越

田惠文

从“卫生”到“安全”的跨越。随着全球公共卫生事件的频发，企业应加强安全管理，提升风险防范能力。

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为经济复苏做好人力资源储备

田惠文



为经济复苏做好人力资源储备。企业应提前规划，加强员工培训，提升整体素质，以应对未来的挑战。

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Entretien

客户案例分析

Adecco Group

Adecco Institute

规划、安排、管理媒体采访



客户案例分析

媒体监控与剪辑报告

Adecco Group

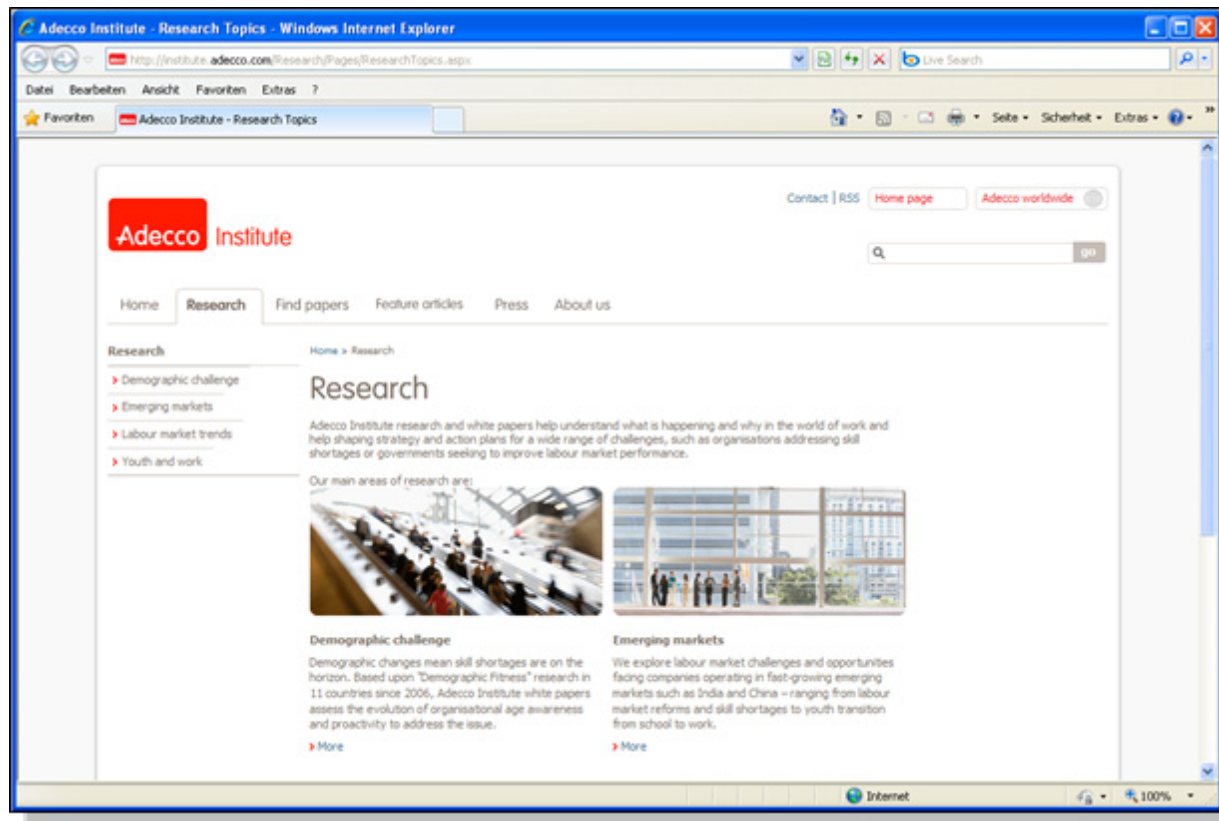
Adecco Institute



客户案例分析



网页版主与网页编辑 创建、管理、编辑网页



客户案例分析



SIX 集团提供证券交易（瑞士证券交易所）、证券服务、金融信息和支付交易等服务。该集团的支付交易部门，业务涉及维萨卡、万事达卡、美国运通卡，正在进军欧洲新市场，而中欧和东欧则是其重点。

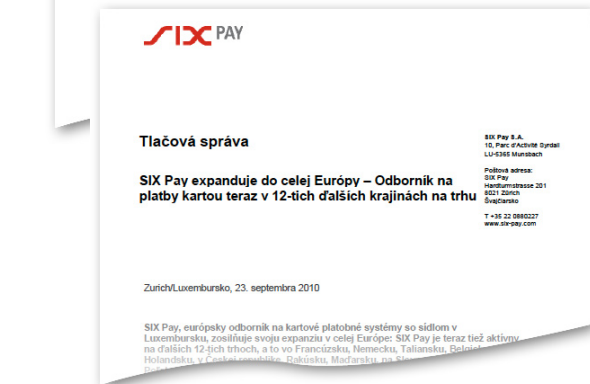
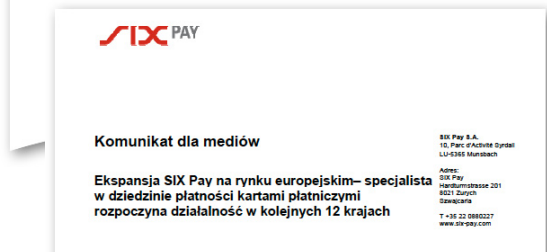
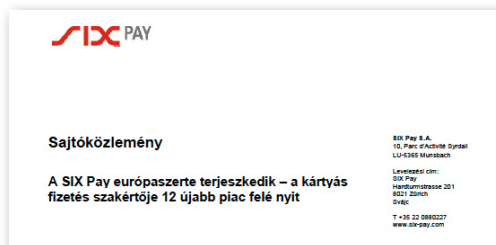
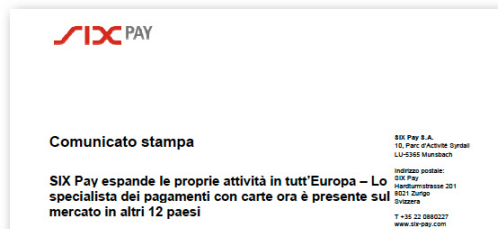
Shepard Fox Communication为其制定了开发波兰、匈牙利、斯洛伐克、捷克共和国、保加利亚、罗马尼亚、意大利、及比利时、荷兰、卢森堡经济联盟、德国、奥地利、瑞士、法国等新市场的国际公关策略。

我们通过当地的分部为SIX在所有国家的管理人员提供本地支持，在14个国家同时发布适合各国国情的新闻稿，撰写供客户参考的成功故事以促进销售，安排各国管理人员的采访、并在各国之间建立危机沟通程序。

客户案例分析



撰写多种语言的新闻稿；在多个国家发布：



客户案例分析



撰写、编辑、设计国际客户的成功故事：

SIX PAY 

Success Story
State of the art: the Swiss Hospitality Solution

We chose SIX Pay, first, because they provide the entire payment solution, not just acquiring.

Second, we value their dedicated customer service. I have to be able to call just one person who will handle absolutely every issue, and not pass the buck to someone else. When I call my SIX Pay account manager, she takes responsibility for everything herself. It works well.

Christophe Haering
Director of Finance
Grand Hotel Kempinski Geneva



Christophe Haering, Director of Finance for the Grand Hotel Kempinski in Geneva, explained how installing the new system known as EMV (Europay, MasterCard, and Visa) or "Chip and PIN", improved data security and reduced costs for his hotel.

Mr. Haering, why did your hotel upgrade to the EMV payment process?
We have been lucky not to suffer from card information theft. However, in this age in which identity theft is possible, the protection of our guests' confidential information is paramount. Once it was clear that we would improve data security, we had to do it. Now our guests just have to adjust to using PIN codes with their credit cards!

Also, now that the Chip and PIN procedure has raised the security standards, the credit card companies have become more selective about fraud claims pertaining to the magnetic strip and signature method. It is best for us to ensure that there are as few claims as possible.

How does the DCC (Dynamic Currency Conversion) capability benefit your hotel?
DCC reduces commissions. We had about 20 million CHF in Visa and MasterCard sales in 2008. Our goal is to use DCC on 30% of Visa/MasterCard transactions this year. This will result in a huge cost benefit to us

meet our target. My favorite thing about this system is the monthly DCC report from SIX Pay. I can see whether we are meeting our DCC target. If we are not, I instruct reception staff to remind our guests that DCC makes their personal and business accounting easier. With DCC our guests already know what the hotel charges are in their home currency. Since it costs no more than bank currency conversions, it makes sense for them to use it.

Was day-to-day business disrupted at any point during the system changes?
No. That would have made the upgrade impossible for us. The hotel was fully booked throughout the process. Our guests were able to check in and out as usual.

Why did you choose SIX Pay?
First of all, they provide the entire payment solution, not just acquiring. Second, we value their dedicated customer service. I do not have time to deal with three or four different people involved in the payment process. I have to be able to call just one person who will handle absolutely every issue. Not every payment service provider operates this way. When I call my SIX Pay account manager, she takes responsibility for everything herself. It works well.

SIX PAY 

Success Story
Strategic investment for maximum impact

Mövenpick needs a service-oriented technical partner. SIX Pay is our favorite payment service provider, because our account manager personally handles every single issue.

SIX Pay worked with us strategically to devise a system that would interface with our payment infrastructure and allow us to use existing POS terminals.

Dorlan Kallmann
COO
Mövenpick Group



Mövenpick's CFO Stefan Kallmann restates how SIX Pay provided a completely integrated payment solution at minimal cost.

Mr. Kallmann, why did Mövenpick choose to consolidate its payment processes this year?
Over the years, our Swiss business has expanded into Europe and then the Middle East, Africa, Asia and North America. As we established hotels, restaurants and wine cellars in each location, we installed payment systems to comply with local standards. The terminals and cash registers vary according to the respective business, and we have an acquirer in each country.

Of course, many people book their hotels online now, and we also sell wine online, so we had another payment platform for that.

Our global operation had grown to the degree that we needed to simplify administration as much as possible. We decided to employ a single payment system for everything, including online business.

Was it difficult to incorporate so many different terminals and cash registers, as well as your online transactions, into the new system without investing a lot of money?

It certainly was complicated. We needed to streamline for administrative purposes, but a new system was not going to generate more business for us, so we also had to be careful not to overinvest.

It made sense to begin the process this year with our core business in Switzerland and Germany. SIX Pay worked with us strategically to devise a system that would interface with our payment infrastructure and allow us to use existing POS (point of sale) terminals.

The cost was minimal, our employees required no further training and there was no perceptible difference to customers. All in all, it was a success. We plan to incorporate other European Mövenpick entities into the system in the near future.

Why did you choose SIX Pay to replace your other acquirers in the new integrated system?
Mövenpick needed a service-oriented technical partner and SIX Pay meets this requirement. Our account manager personally handles every single issue. We could not ask for better streamlining than to be able to contact just one person for one comprehensive payment system.

SIX PAY 

Success Story
Top security and regional flexibility in a single solution

SIX Pay is our online payment processing platform for the entire European region.

By improving Amway Online, we are now experiencing a steady 7% autonomous sales increase online, regardless of the growth direction within the various European markets.

Kees-Jan Knibb
Treasury Manager
Amway Europe



Amway Europe's Treasury Manager, Kees-Jan Knibb, explained his company's move this year to a pan-European e-commerce payment system.

Mr. Knibb, would you describe Amway's business model as a multilevel marketing organization?
Amway sells only through ABOs (Amway Business Owners). We do not advertise publicly; our ABOs market and sell directly to customers.

We have 20 subsidiaries in Europe alone, so the business is decentralized. Each entity is highly independent, which means that each Amway market is uniquely adapted to suit the local culture.

What was Amway's e-commerce position before you unified your online systems?
We installed separate online payment processes for each subsidiary as our markets were established region by region. In Central and Eastern Europe, we had to cooperate with local contractors and acquirers to comply with regulations.

Each payment platform functioned individually; however, they were disconnected from each other. With smaller systems, our transaction capacity was constrained, resulting in limited sales. European reporting was also complicated and time-consuming.

Finally, the PCI (Payment Card Industry) benchmark has been raised in the past two years. This put the data security of our online payment processes in question. We were ready to find a harmonized payment solution that would make it easier to meet the PCI standard.

Why did you choose SIX Pay?
There were several factors in that decision. SIX Pay was willing to meet with a representative from each subsidiary to help them understand how the new system would affect them. Legally, we still have to cooperate with local acquirers in countries like Turkey, Ukraine and Russia. SIX Pay was able to smoothly incorporate the other acquirers into the payment system.

We wanted a single payment interface for Amway Online in Europe. At the same time, our local ABOs were accustomed to buying merchandise in their own currencies, and we had to make sure that this did not change.

All in all, by improving Amway Online, we are now experiencing a steady 7% autonomous sales increase online, regardless of the growth direction within the various European markets.

客户案例分析



日程制定：智能电网与半导体

Hintergrundpapier Smart Grids

Smart Grids: Voraussetzung für nachhaltige Energieversorgung im 21. Jahrhundert und für das Erreichen der weltweiten Klimaziele

Wie decken wir den weltweit steigenden Energiebedarf? Wie erreichen wir unsere Klimaschutzziele? Das sind die entscheidenden technologischen Fragen des 21. Jahrhunderts.

Der weltweite Energiebedarf wird bis zum Jahr 2030 um voraussehbare 40% steigen, der CO₂-Ausstoß wird sich parallel dazu im gleichen Maße erhöhen. Wir müssen auf effizientere Technik und andere Energiequellen umsteuern.

Die vielseitigste und am weitesten verbreitete Form von Energie ist Elektrizität. Fast fünf Milliarden Menschen nutzen sie. Wegen dieser Vielseitigkeit und Verbreitung wird der Stromverbrauch voraussichtlich doppelt so stark ansteigen wie der sonstige Energieverbrauch. Elektrizität wird in seiner Bedeutung und zum wichtigsten Energieträger des 21. Jahrhunderts.

Grund dafür sind der weltweit steigende Lebensstandard, insbesondere in den Schwellenländern, der momentan untrennbar mit wachsendem Stromverbrauch verbunden ist. Hinzu kommt der Wandel der Industrieländer hin zu den in steigendem Maße von Elektrizität abhängig sind.

Gleichzeitig hat die Welt erkannt, dass der steigende Energieverbrauch mit verbundenen Emissionen insbesondere von CO₂ unser Klima gefährdet. Die Energieerzeugung ist für 40% des weltweiten CO₂-Ausstoßes verantwortlich.

Um die Klimaschutzziele zu verwirklichen, muss erreicht werden, dass der Energieverbrauch nicht zwangsläufig zu steigenden Emissionen führt, sondern die Entwicklung umgekehrt werden: trotz steigenden Energiebedarfs sinken die Emissionen.

¹ International Energy Agency, World Energy Outlook 2009.

Backgrounder Smart Grids

Smart Grids: Prerequisite for sustainable energy supply in the 21st century and for meeting global climate goals

How do we meet the world's growing energy needs? How do we at the same time meet our climate goals? These are vital questions for technology and energy policy in the 21st century.

Global energy needs are expected to rise by 40% by the year 2030. CO₂ emissions will grow by the same percentage, unless we shift to more efficient technology and new sources of energy.¹

The most versatile and most widely used form of energy is electricity. Almost five billion people make use of it every day. Because of its versatility and its global reach the demand for electricity is expected to grow twice as fast as the use of other forms of energy. Electricity will continue to grow in significance and become the most important energy source of the 21st century.

The reason for this is the rising standard of living, inseparably coupled with growing power consumption, in many parts of world, especially in the developing countries. In addition, the industrialized countries are turning into digital societies, which are increasingly dependant on electricity.

At the same time, we have all come to understand that growing energy consumption and its emissions, especially of CO₂, are threatening our climate. Just the production of energy itself accounts for 40% of global CO₂ emissions.

To reach the climate goals we have set for ourselves we must assure that growing energy consumption does not inevitably lead to increased emissions. In fact, this trend must be reversed: despite a growing need for energy, overall emissions must be lowered.

¹ International Energy Agency, World Energy Outlook 2009.

客户案例分析

GAGGENAU

上海秀场开幕：新闻发布会与介绍



Gaggenau嘉格纳厨房电器上海多功能展厅隆重揭幕

2008年5月16日，享誉世界的顶级专业厨房家电品牌Gaggenau嘉格纳在上海淮海广场88847楼开设其国内首个多功能展厅。Gaggenau嘉格纳多功能展示厅面积约450平方米，为我们一一呈现了各类经典和别具特色的作品，无论从外型到科技，以至超强的实用性，都让在场的每一位为之惊叹，更让我们充分感受到Gaggenau嘉格纳的品牌个性。



客户案例分析



“激情闪耀-能量无限”媒体发布会与推介会



客户案例分析



贸易展、开业典礼、举办活动

