



AsiaMaterials.com

Capturing new business opportunities in the Internet age

At Shui On, we are constantly looking for new business opportunities that offer attractive long-term returns for our shareholders.

The increasing globalisation of the world economy, the imminent accession of China into the World Trade Organisation (WTO) and the advent of the Internet age have brought forth unique business opportunities. Combining our vast experience in building materials with the latest information technology, we launched AsiaMaterials.com in March 2001 to tap into the building materials market worldwide.

Focusing on the China market

China is already one of the major players in the global building materials market and has great potential to capture a larger market share, especially after its accession to the WTO. Capitalizing on Shui On's experience and expertise in the construction and building materials industries and extensive people network in China, AsiaMaterials.com initially focuses on the Mainland market and acts as a gateway to domestic and overseas manufacturers alike, allowing them an access to the global market.

A clicks-and-mortar model

AsiaMaterials.com brings together people, markets and technology to create a unique clicks-and-mortar business model for the global building materials industry. It offers the combined power of an electronic trading platform, a global network of AsiaMaterials Business Centres (ABCs) and a range of horizontal and technology services, providing end-to-end total solutions to buyers and sellers in the building materials industry worldwide.