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## **CHINA E-SITE GOES LIVE BOOSTING MEMBERS' ACCESS TO CHINA MARKET**

The Chinese language portion of the new NPES-sponsored E-Commerce Distribution Network Initiative for Graphic Media Technologies in the Greater China Market web portal is operational, while the English language side of the new site is undergoing final testing prior to going "live" within the next several weeks.

A large volume of information has been translated into Chinese, or posted on the site in its original Chinese, including directories of Chinese printers, suppliers and dealers; a list of NPES members with contact information, product descriptions and extensive basic information about technologies and markets.

The site supports five basic modules: E-Information, E-Business, E-Trade, E-Training, and E-Assistance. Each module delivers a variety of information and transaction support options.

The Chinese site is now open for dealers and printers to register their information as part of the E-Information module. In the E-Training module, the I.O. Technologies On-Line Learning Excellence™ program of web based learning and course content with the InfoFind interactive glossary of more than 12,000 industry and related terms has been posted with an introduction in Chinese, and links have been created to the sites of I.O. and the Cal Poly Graphic Communications Institute (GRCI), partners in the project.

The site is part of the major initiative launched by NPES with startup funding from the U.S. Commerce Department. The goal is to use web-based e-commerce tools to create new distribution opportunities for members' products in China, as well as to strengthen existing industry networks in this huge emerging market. When fully functional, the site will offer a web-based tool to locate dealers and distributors, buy and sell printing services, access basic and specialized industry training, and obtain a variety of product information and other data.

Click [here](#) for more information about the NPES Greater China Project or contact Project Director Ya-Ping Zhou at 619/238-4222 or e-mail [npeszhou@aol.com](mailto:npeszhou@aol.com).

