



Online to the Future

BMO Program 2020 by DIT & Boatplus

BMO (British Marine Online) is a special program initiated by DIT & Boatplus for bringing marine companies into Chinese Market. Limited numbers of marine companies will get access to be launched on Boatplus, which will help them to be seen and known by relevant roles in the industry and get potential chances for cooperation in China.

Contacts

To register, please contact:

Name

lei.cullinan@fco.gov.uk

lei.cullinan@fcowebmail.fco.gov.uk

What is Boatplus?

“Boatplus” (www.boatplus.cn) is the only one Chinese online database for products and services selection with more than 70,000 items from over 500 suppliers now, the items of which is divided into six different sections and can be professionally searched out, compared, favorited and internally shared by ship owners, shipyards and designers.

Details about BMO Program 2020

(1) Company recruiting is starting from Aug 2020 ;

(2) Limited quota is available for “BMO Program 2020”, which means limited numbers of British marine companies’ products or services can be displayed on Boatplus. Relevant information about the products or services will be processed into data to be easily searched out, compared and automatically matched with tags.

(3) Requirements for British companies in BMO Program:

i) It's for British companies mainly majoring in marine products, system solution or services;



Department for
International Trade

ii) Qualification relevant to the business from the companies is required.

(4) The following materials are required to be submit to Boatplus when applying for a place:

i) Registration Form after filling in;

ii) Category (HD file suggested) involving images and description of the products or services;

iii) Relevant qualification documents.

More optional services for companies in BMO Program (to be charged):

(1) Translation into Chinese language and reprocess of materials to be used on Boatplus;

(2) Advertising services on Boatplus, which can be quickly redirected to companies' pages on Boatplus;

(3) Graphic design for detail pages or advertisement on Boatplus.

**An online webinar for BMO Program 2020 will be launched on late Sep, 2020.
Qualification to attend the webinar is available from DIT.**

Want to attend webinar for the launch of BMO Program 2020? Please contacts:

Name

lei.cullinan@fco.gov.uk

lei.cullinan@fcowebmail.fco.gov.uk



Department for
International Trade