

China Enterprise Reputation & Credibility Association

(Overseas)

Charter (Draft)

Chapter I General Provisions

Article 1 With the purposes of promoting the establishment of the reputation and credibility system of the Chinese and overseas markets, enhancing the publicity of model enterprises in reputation and credibility, expanding the social influence of reputed and credible enterprises, bringing into play the group demonstration effect of reputed and credible enterprises, creating good environment of reputation and credibility, strengthening the exchanges and cooperation between the reputed and credible enterprises in different industries and in the same industry, promoting the business trade and market expansion of reputed and credible enterprises, enhancing enterprises' self-discipline and heteronomy, resisting unhealthy competitive behaviors, keeping counterfeit, forged and inferior products within limits, protecting the overall reputation and credibility of the whole Chinese market and legitimate rights and interests of consumers, give further impetus to the implementation of the strategy for the development of national famous brands, developing the project of "jointly building-up integrity" and contributing to the country establishing a quality reputation and credibility system and rectifying and standardizing the order of the market economy, based on the voluntariness of enterprises, the high-quality services of reputation and credibility consultation/product quality/brand maintenance of the state's department concerned and overseas enterprises shall be provided by China Enterprise Reputation and Credibility Association (Overseas).

Article 2 The principle tasks of China Enterprise Reputation and Credibility Association (Overseas) are listed as follows:

1. to cooperate the state's department concerned and overseas members of China Enterprise Reputation and Credibility Association (Overseas) in publicizing reputed and credible enterprises and their brand products in a centralized way, bringing into play the group edge of reputed and credible, forming good group demonstration effect and improving the overall reputation and credibility of the whole market of the country;

2. to jointly resist malignant competition, enhance enterprises' self-discipline, heteronomy, coordination and cooperation and promote the competition in reputation and credibility;
3. to jointly crack down counterfeit, forged and inferior products, promote "the advancement of high-quality products and retirement of low-quality ones" and expand the market shares of reputed and credible enterprises;
4. to launch systematic reputation and credibility surveys on enterprises and product quality, work out reputation and credibility archives and databases for enterprises' quality, establish a regular release system for quality of market products and information of reputation and credibility, guarantee the reputation and credibility of standard and famous-brand products in the means of the reward and punishment system for market reputation and credibility and lay a base for the establishment and implementation of a quality reputation and credibility system of the state's departments concerned;
5. to conduct systematic surveys on product consumption, intensify the information exchanges between overseas member enterprises and consumers, provide consultation services and advices for overseas member enterprises' production and operation and promote overseas member enterprises' providing integrated consumption solutions for consumers and user groups with different needs;
6. to establish channels for business information exchanges and communication between reputed and credible member enterprises and promote reputed and credible transactions;
7. to carry out surveys on the production and operation environment of overseas member enterprises, establish channels for communication and talks between reputed and credible enterprises and the state's departments concerned, reflect such problems as the environments of the legal system, standards and technologies that different enterprise groups face in their process of production and operation and provide policies and legal advices for the state's departments concerned establishing and perfecting the relevant production an operation standards and effectively implementing market supervision;
8. to domestically develop and promote the technical guarantee measures of maintaining the reputation and credibility of overseas member enterprises and products; and
9. to launch the international exchange activities of overseas member enterprises in

the management of reputation and credibility.

Article 3 The quality of China Enterprise Reputation and Credibility Association (Overseas) is taking enterprises as its theme, taking forums on Chinese reputation and credibility as its platform, taking the reputation and credibility of enterprises and product quality as its core and aiming to promoting reputed and credible enterprises' image promotion, business cooperation, transaction services and market expansion and bringing about their market returns.

Chapter II Tenet

Article 4 The tenet of China Enterprise Reputation and Credibility Association (Overseas) is to raise the whole society's awareness of reputation and credibility, create good environment of reputation and credibility, promote the construction of the reputation and credibility system of market quality and make contribution to the construction of our country's social integrity system.

Article 5 The idea of China Enterprise Reputation and Credibility Association (Overseas) is that reputation and credibility is achieved with quality and brands are brought about with reputation and credibility.

Chapter III Organization and Management

Article 6 China Enterprise Reputation and Credibility Association (Overseas) has:

Six (6) honorary presidents;

One (1) president;

Honorary directors (taken up by the company member representatives);

One (1) vice president

(under its jurisdiction: Council) The Council has :

One (1) secretary, five (5) years' term of office;

Five (5) executive directors, three (3) years' term of office;

Ten (10) directors, one (1) year's term of office.

Article 7 The routine matters of the council are under the charge of the secretary. The council shall convene a meeting every three months. A temporary meeting may be

convened in accordance with the needs of member enterprises.

Article 8 The council's duties are:

1. to discuss/organize the job arrangement of overseas reputed and credible company members;
2. to deliberate the service plans of overseas reputed and credible company members and the major reputation and credibility affairs of company members;
3. to organize and launch the relevant activities aimed at improving the reputation and credibility of industry quality and resisting unfair competition;
4. to organize and study the measuring system and methods for quality reputation and credibility;
5. to coordinate the business relations between the Association's overseas reputed and credible company members and domestic and foreign relevant business departments and organs.

Article 9 The duties of the council are:

1. to handle consumers' complaints about the product quality and service quality of overseas reputed and credible company members;
2. to coordinate and properly handle complaints and regularly release the quality reputation and credibility in the industry;
3. to accept members' entrustment to carry out market research, carry out fake goods and consultation of reputation and credibility information;
4. to cooperate member enterprises in carrying out the publicity of creating famous brands;
5. to provide member enterprises with the quality-related information services and consultation reports;
6. to organize and conduct domestic and international exchange activities relevant to quality and reputation and credibility (including organization of large forums, press releases and overseas inspection as well as participation in international quality control and academic meetings of marketing);
7. to provide member enterprises with domestic and foreign quality-related policy and legal consultation;
8. to regularly report the work of overseas reputed and credible company members to Council of Quality Reputation and Credibility League of China.

Chapter IV Conditions for Accession of Company

Members

Article 10 The conditions for accession to China Enterprise Reputation and Credibility Association (Overseas) are listed as follows:

1. companies listed overseas or famous organs;
2. attaching importance to building up their brands, valuing product quality and regarding reputation and credibility as life;
3. organizing production and operation strictly in accordance with the standard stipulated by the country and producing the products up to standard;
4. without low-quality records in recent one year;
5. without major quality accidents;
6. without false advertisements;
7. making vigorous efforts to carry out and aid the crackdown of counterfeit and inferior goods;
8. abiding by contracts and promises.

All the legally-operating enterprises meeting the aforementioned conditions may apply for accession to China Enterprise Reputation and Credibility Association (Overseas). Upon the examination and approval of the council of this Association, they may accede and be reported to Council of Quality Reputation and Credibility League of China for records.

Chapter V Members' Rights

Article 11 All the member units may enjoy the following rights:

1. Upon the examination and approval of this Association and the departments concerned, member units may be entitled to use the title of "Overseas Reputed and Credible Enterprise of China";
2. Member units may be entitled to get the consultation and information of the quality of market products provided by this Association;

3. Member units may be entitled to apply for investigate the information of reputation and credibility of the enterprises they have intent to cooperate with;
4. Member units may be entitled to be offered the quality information services relevant to them;
5. Member units may be entitled to participate in the forums of Chinese quality reputation and credibility and China Enterprise Reputation and Credibility Association (Overseas) as well as various activities (including conferences, training, lectures, etc.) organized by the relevant units like China Quality Newspaper House and obtain the relevant data;
6. Member units may be entitled to be supported by China Enterprise Reputation and Credibility Association (Overseas) and Quality Reputation and Credibility League of China In cracking down fake goods.

Any member obtaining above AAA in credit upon the evaluation of the authoritative organ recognized by China Enterprise Reputation and Credibility Association (Overseas) may enjoy the following rights:

1. It may be awarded the title of “Chinese Reputed and Credible Enterprise”;
2. It may use the title of “Chinese Reputed and Credible Enterprise” in its production and operation activities;
3. It may automatically be promoted by China Enterprise Reputation and Credibility Association (Overseas).

Chapter VI Members’ Obligation

Article 12 All the members shall assume the following obligations:

1. Members shall observe this Charter of their own free will and defend the honor of this Association;
2. Members shall be obliged to guarantee the reputation and credibility of their product quality;
3. Member units shall voluntarily accept the appraisal of quality reputation and credibility carried out by this Association for the quality reputation and credibility

system;

4. Member units shall be obliged to cooperate this Association in investigating and handling consumers' complaints;
5. Member units shall be obliged to report the fake and inferior goods producers and sellers and cooperate in cracking down;
6. Member units shall be obliged to cooperate this Association in conducting surveys on their product quality and consumers' satisfaction on the media recognized by them.

Chapter VII Members' Withdrawal

Article 13 Under one of the following circumstances, member units may withdraw from China Enterprise Reputation and Credibility Association (Overseas):

1. Any member unilaterally taking initiative to request withdrawal from this Association shall notify three (3) months ahead of time;
2. In case of a major problem in a member enterprise or its product quality/reputation and credibility, upon the examination and approval of the council, this Association may persuade it to take initiative to withdraw and notify it one (1) month ahead of time.

Chapter VIII Supplementary Provisions

Article 14 This Charter shall come into effect upon the approval of the council.

Article 15 This Charter shall be interpreted by China Enterprise Reputation and Credibility Association (Overseas).



Detailed Rules of Charter of China Enterprise Reputation & Credibility Association (Overseas)

I. Information Service Organ:

The following organs provide information service for the company members of China Enterprise Reputation and Credibility Association (Overseas).

1. China Quality Newspaper House
2. China Committee of District Promotion and Development (CCPAD)
3. Organization Committee of China Reputation and Credibility Forum
4. China Consumers' Association
5. National Unity and Progress Association of China
- Reputation and Credibility Work Committee
6. Credit Work Committee of Marketing Association

II. Members' Welfare

Plan for Benefiting Company Member Units

- (1) Release and promote member units via the appointed media;
- (2) When a member unit's reputation is infringed upon, this Association will unite the state's department concerned to protect;
- (3) Provide members with favorable services;
- (4) Member units may be qualified as member units of Reputation and Credibility Forum of China.

III. Application for Company Members

- (1) Fill an application for a member unit of China Enterprise Reputation and Credibility Association (Overseas)/Quality Reputation and Credibility League of China and submit it along with attachments after indicating the specific name of the applicant;
- (2) The council of China Enterprise Reputation and Credibility Association (Overseas), within twenty (20) working days after receiving a member unit's application, send to the

applicant a primary confirmation of Members of China Enterprise Reputation and Credibility Association (Overseas) and a primary confirmation of Members of Quality Reputation and Credibility League of China and promulgate the reputation and credibility of the member unit on China Quality Post.

(3) After examining the quality of an applicant, the councils of China Enterprise Reputation and Credibility Association (Overseas) and Quality Reputation and Credibility League of China make the final confirmation and formally send to the applicant confirmations of member units of China Enterprise Reputation and Credibility Association (Overseas) and Quality Reputation and Credibility League of China and a formal membership card.