





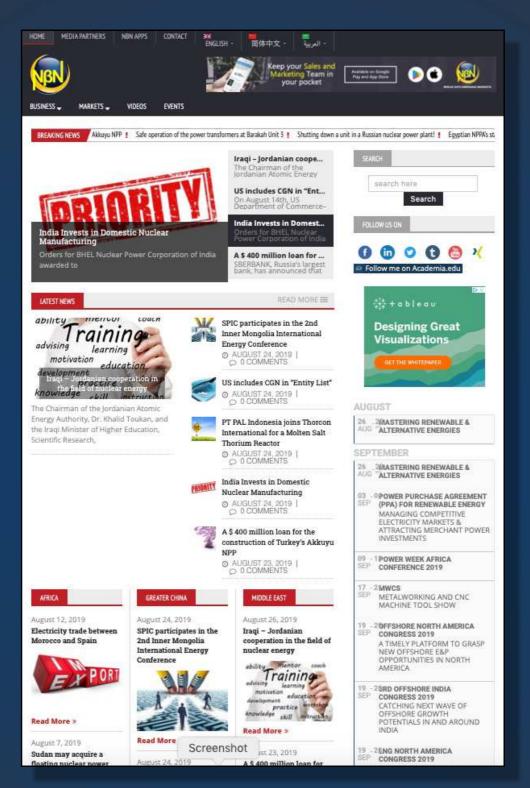
MEDIA PACK

ABOUT NBN PLATFORM, ACTIVITIES AND FUTURE TRENDS





ON NBN.BUSINESS NOW



Find our latest publications in English, Chinese and Arabic on https://nbn.business



NBN is a brand of Dynatom International GmbH • Bodenacherring 1, 8303 Bassersdorf, Switzerland • Tel: +41 (0)44 514 27 36 • E-mail : contact@nbn.business



Chief Executive Officer Arnaud Lefevre (alefevret@nbn.media) Mobile/WhatsApp: +41 76 588 09 66 Wechat: lefevrefribourg Skype: barilpekin

MENA Regional Director Aasem Abuzeid (معاصم أبوزيد) (aabuzeid@nbn.media) Mobile/WhatsApp: +20 10 94 696 595 Skype: live:assem535_1

China Regional Coordinator Li Yinan (Elaine) 李益楠 (elaine1n@163.com) Mobile : +86 18210166947 Wechat : elaine_1n Skype : elaineyn1

Copyright © NBN

All rights reserved. No part may be reproduced without the prior written permission of the publisher. Please note the publisher can take no responsibility for omissions or errors by

contributors or advertisers.

All editorial design work completed by Arnaud Lefevre, with thanks to Aasem Abuzeid, Elaine Li and Manisha Vasumithran

NBN is a brand of Dynatom International Gmbh

Bodenacherring 1 8303 Bassersdorf, Switzerland

Tel: +41 44 514 27 36 Https://nbn.business

FOREWORD

Small and Medium Enterprises (SMEs) contribute up to 45 percent of total employment and up to 33 percent of national income (GDP) in emerging economies. However, SMEs face unique challenges: three out of five businesses fail within the first few months of operation. Causes to the failure include limited market access, limited access to information, finances and technology, and unfavorable policy and regulatory environment.

NBN fills this gap:

We offer a free marketing platform focused in the emerging markets.

We study the business trends and provide online expertise to save our readers time and cut their marketing cost.

We spread the information in English, Chinese, and Arabic because we believe that proximity is power.

With NBN, you will break into emerging markets.



ARABIC, CHINESE AND ENGLISH LANGUAGES • DISTRIBUTION OVER 60,000
 READERS • EXCLUSIVE INDUSTRY LEADERS INTERVIEWS • SPECIFIC TO
 EMERGING MARKETS • MONTHLY NEWSLETTER • FREE MOBILE APPLICATION
 • DEDICATED TO SALES, MARKETING AND STRATEGY

MEDIA CPACK

Numbers

Readers

Languages

Experience

Presence

Mission

China

Turkey

Middle East

India

Africa

Latin America

Research

Categories

Events

Survey

Innovation

Editorial

Interview

Mobile

Membership

Connection

Partnership

Contact

THE FACTS



A multilanguage platform: **Arabic**, **Chinese**, and **English**

Readership: 60,000 +



Our **Monthly Newsletter** is short, focused on the best news, reports, and partners.

We focus on **Five Markets** that matter to our audience.

We attract a **Global Readership** from Europe, Asia, the Middle East, as we can offer a comprehensive overview of the business activities in **Emerging Markets**.

Daily presence on the major **Social Networks**.

CO ENN



Video channel

We initiated the six minutes interview and Business Talk and launched a youtube video channel.

MEDIA 😓 PACK

Numbers Readers Languages Experience Presence Mission China Turkey Middle East India Africa Latin America Research Categories **Events** Survey Innovation Editorial Interview Mobile Membership Connection **Partnership** Contact

OUR OFFER: THE WEBSITE TOOLS

You provide us the following information

Event:

- Name of the Event:
- Event Subtitle:
- Introduction:
- Focus Keyword:

Category (please choose one or more):

- Business activities & Projects
- Marketing & Strategy
- Safety & Regulation
- Supply Chain & Procurement
- Technology

Time:

- Event Start Date (please indicate the exact time if this is not an all-day event):
- Event End Date (please indicate the exact time if this is not an all-day event):
- Time zone (for example CET/ PST...):

Location and venue:

- Event Location Name:
 - Event Location Address:
- Latitude (for GPS):
- Longitude (for GPS):
- Event location link:

Organizer:

- Event Organizer Name:
- Organizer Contact Information:
- Organizer Address:
- Organizer website:

# reflevencesive, up	g Wind Power
8 – 10 Ju	uly 2020, Singapore
156510 does iterational co	m +55.6325.0235 max alreactemational to n
 EVENT DETAILS A comparison of the second seco	nza focuazi towimup ta success mea intringrami aawet grawe
	conversion of the set
O THE	I LOCKTON
whith the constant of the store	. Segreptive
	l 1930 t. 7 (17 + 19 902) 1273 - Ethol 22 Jan Handron Markov, (n. 17 1930 hange angleger a 123947
of leaderstoole	II is since nonverse
	Whet do you i Mark? If Projectives
4- U	enne 😝 WOW 😸 Bas

1	MORE WEIGERIA DELLE GAB SUMMIT 2020 07 03
Ξ.,	WF-1 TERBITAL REFINING & PETROCHEMICALS SUMMIT 2020 03 USAgpool Lantes Angelam
No.	WFD Take off-shore mena congress 2020 03 *06Wvelu Ko New OFFS-CRE POTENTILS AND GRASFING E&F OPPORTUNITIES IN 2.1 M. DUIL HARMENA AND YED SEA *M. POLLEGAR Yeb SEA
	WF5 TOTH MEA NUCLEAR INDUSTRY CONGRESS 2020 03 TERRICATING LATEST MEANUCLEAR ENERGY POTENTIALS FROM URANIUM MINING TO ANN NUCLEAR POVER FLAN APPEOR EDgre
4	MPRI TEUROPEAN ELECTRIC VENICLE BATTERIEB SUMMIT 03 REVANCING SALLEY PERIORIZANCE WHILE DRIVING DOWN PRODUCTION COSTS UNITARY REVENTION OF PERIORIZANCE IN THE AND AND ADDRESS AND ADDR
-	WFT FREE NEXT TECHNOLOGY ENPO & CONFERENCE 03 05/pp.cm. IGA
BRA	MFR (BPAR 30 EXPO & CONFERENCE 03 (09) (09) (04)
Albais As	SUN: WEOWER PURCHASE AGREEMENT 2020 07 10/mpics. Lances Arob Entrates
	MOM SMENEWABLE POWER PURCHASE ANREEMENTS (NPPAS) 2020
rwish'n Fr	MON INSTRUMENT FOR A CHERGY MIX 2020 15 USS-MILLA SPECIAL HAVID VARIAL ASS-SMITHEL FOWER PROJECT OPECIATION IN 2010 A BLIGHT STRUK ANALYSIS PROJECT STAGETORY
ing takin	MON 'NEXSTERING SOLAR POWER 2020 15 "Dagoon Shappore
in i	WE3 CBMM MICROBIONE INDUSTRY SUMMIT
and a	WED T4TH NECT GENERATION CYBER SECURITY FOR UTILITIES CONFERENCE $177,139{\rm mpcon}$ los
- Nikes	MITM SHUBLIC PRIVATE PARTNERSHIP (PPP): FINANCING, PROJECTS & CONTRACTS (JUNE) 22. 349×3201
1	WED THORTH AMERICAN CRUDE BY RAIL 2020 EXHIBITION AND CONFERENCE $2.4\times10^{10}{\rm pspece}$ JC4
NES DONO	WED TOLEGRUELS 2020 24 28-point Future

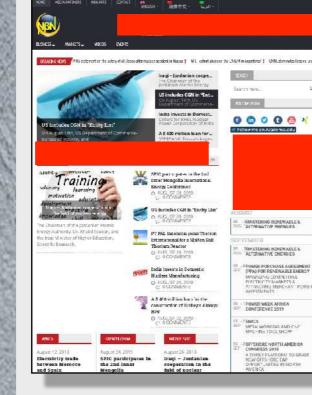
AND FOUNDARY	CTURN.	APRIL	MAN	AND	.002	MADUT	SOPTIMER	be young	NOVENDOS	DECOMPT

MEDIA 💿 PACK

OUR OFFER: YOUR ADS ON NBN

In the Homepage

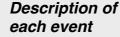
In the News



In the Newsletter



Banners inserted in the newsletter





In the Categories

NBN		
EKEMEN . MAKETS WIEDS EV	an	
EREWINGHENS at Books (July 8) WETed	ist danke for CREM as garfied (). "CRE in an owned and a	community ArtScyclarSS20mRivepres.c
BORES WINTES & PROJECTS	SACK TO HOWEPADE RE	59.0
TARK MEN	MIDDLE EAST	Trace's here
	A \$ 400 million loan for the construction of Turkey's Akkuwa NPP	minute ins
2	SSENDANK, Russian largest our k, has announced charle will provide a \$ 400 million law for the mosthust on of the Wikaya nack a power plant in Mersh.	C C C C C C
	southern Turkey, the seven-year (3.4 IEEE 7.7 (2017) - pp. 8	
house	MUSINESS ACTIVITIES & PROPERTS MIDDLE BATT Safe operation of the power transformers at Barakah Umil	
SHART)	3 The Emirates Not ear Ellergy Corporatio UNICO https://openred.the.com/doing.co/	
	 Unit a first and contract the complete main Units take over above, if the main and backup power randomics and the Gas issuence from (GUU) at the third. 	ALTERNATION SCATWARLE &
	ej A ITAPIA 21. WITE 🍺 B	SEPTEMBER
	BUSINESS ACTIVITIES & PROJECTE	ALTERNATIVE ENERGIES
T	NOTA SUBCONTINENT No more customs duty for the Nuclear Power Plants in India	UL - OPDIATE PORCHASE ADDREMTIN DPA/ FOR RENEWABLE ENDIG MANAGING COMPETITION
A	The times builg type enter to the Incluse Pacific rest exposed a reduction of Re. 10 cross (5.7 Million USD) or the	F F, THE TTY MARKETS A AUTRACTING MERCHART FOW INVESTIGNES
	Department of Azamic Energy, Nimital Videocarter, Line ce Minister, amounce t Un	01 - 1 POWER WEEK APRICA 0 - CONFERENCE 3919
	© /, JCA 67 20 30 11 ♥ 0	17 - Rivings 197 METADACRISTIC AND CHC MICHINS TDOL SHOW
	BUSINESS ACTIVITIES & PROJECTS THER LOWER IREEMA. MEMA. leadership in renewable phorgy development	12 - ROPPSHORE NORTH AMERICA CONSIGNES 2019 A TRACI V PLATFORM TO JONA TEW OTFENDRE 52P OFFORT JUNTES IN NORTH AMERICA
States States	The International Renewable The typ Asserver (REA2) has confirmed that have councies in the Niddle East on A anth Alitual advictment with Standard the directogenetic of renewable analy. This	11 2360 GEREIORE INDIA DOMINISSI 2014 FREI BONISSI WAL TH OFFSHORE SERVICE POTENTIALS IN VAL AND UND



OUR OFFER: SPECIFIC REQUIREMENTS

MEDIA

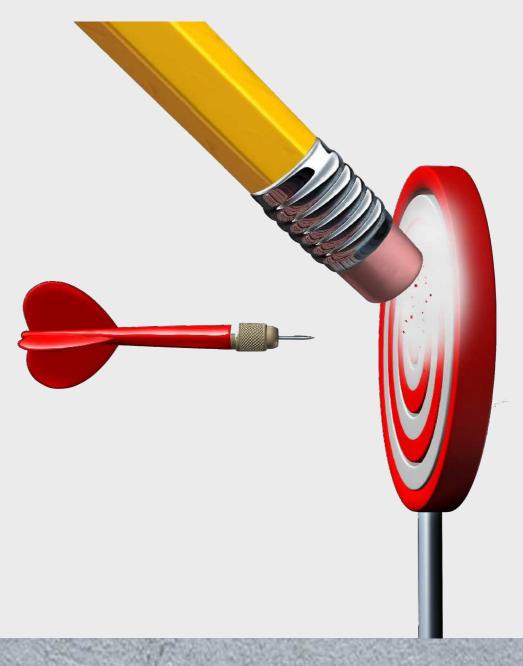
Numbers Readers Languages Experience Presence Mission China Turkey Middle East India Africa Latin America Research Categories **Events** Survey Innovation Editorial Interview Mobile Membership Connection **Partnership** Contact

NBN Team can support your marketing and sales department in the following areas:

- Targeted email to the best buyer in our database.
- Promotion in our Social Networks (Linkedin,
- Facebook, Twitter, Youtube).

• **Sales** of your event (Participation, Exhibition, Sponsorship).

- Partnership for B2B Matchmaking.
- **Research** of Keynote Speakers.
- Interview of your speakers during your event.



OUR OFFER: THE OUTCOME

Numbers Readers Languages Experience Presence Mission China Turkey Middle East India Africa Latin America Research Categories **Events** Survey Innovation Editorial Interview Mobile Membership Connection **Partnership** Contact

You fully capitalize on our marketing campaigns

We increase customer contact and market opportunities

We reinforce your market awareness through our reliable database

We widen your exposure to new regions

We market your organization from strategic relationships through distributing your ads materials on NBN business platform

ABOUT NBN: OUR MISSION

Numbers Readers Languages Experience Presence Mission China Turkey Middle East India Africa Latin America Research Categories **Events** Survey Innovation Editorial Interview Mobile Membership Connection **Partnership** Contact

MEDIA

When we launched our platform in 2008, we focused on

the **Chinese Market**. Our objective was to promote the business in this emerging market.





Since 2014, **our activities expanded globally** and focused on the connection between the

existing supply chain in mature markets, such as Europe, North America, Japan, and Korea with the young industry in emerging markets, including Turkey, the Middle East, Africa, China, and India.

Businesspeople created NBN for Businessmen.





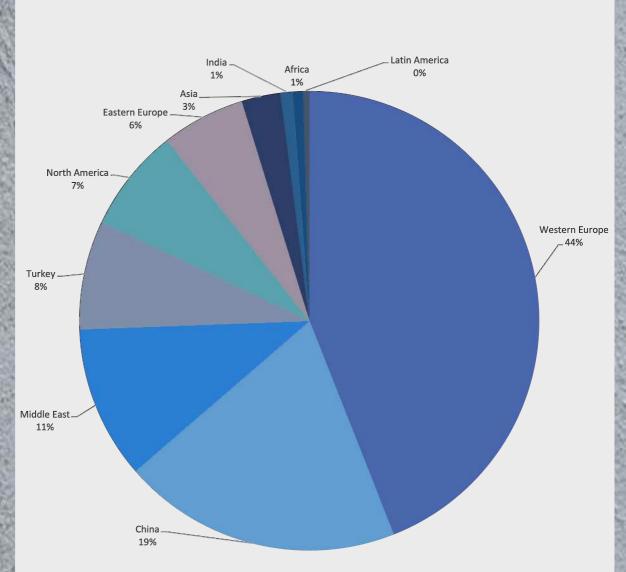
We know our readers needs based on face to face survey, meetings, and we often participated in the fairs as

keynote speakers.

OUR MISSION

We attract a **Global Readership** from Europe, Asia, the Middle East, as we can offer a comprehensive overview of the business activities in **Emerging Markets.**

Where do our Readers come from?



We offer the business community the opportunity to grow and improve their activities globally without stretching their marketing budget.



OUR RESEARCH

From business activities to technology, we tick all our readers' boxes. We want NBN to be the marketing tool of the business community.

We conduct systematic interviews in exhibitions and seminars, from mature to emerging markets. We want to stay close to our future readers and clients.

Question	MCA	Mature Market	Emerging Market
To get business information	mobile apps	51%	38%
what would you prefer to use?	mobile website	39%	73%
what would you prefer to use?	website	84%	93%
Do you visit weekly competitors and	yes	55%	100%
clients websites?	no	45%	0%
	Marketing information	71%	70%
	Financial information	8%	20%
What is the main purpose of your	Product/Service innovations	69%	68%
visit?	Management	10%	18%
	Job Opportunities	8%	18%
	Interview/Opinion/Discussion	24%	20%
	Other	14%	5%
	The latest innovations	71%	80%
	Product specification	65%	73%
While browsing a company's website, is it important for you to find out	Competitive advantage	65%	65%
	Expansion in new markets	73%	68%
is it important for you to find out	Branding power	29%	60%
	Presence in social media	29%	35%
	Market segmentation	49%	63%
	Supply chain & procurement	53%	53%
	Business activities & projects	82%	98%
	Marketing & strategy	57%	75%
	Construction & operation	29%	50%
Which topics are you looking for?	Technology	69%	93%
	Fuel Cycle & Waste management	39%	33%
	Safety & Regulation	49%	40%
	Human Resources & Training	22%	35%

• 88% of our interviewees' research information from their computer.

• 78% check their competitors' website.

• 71% go-to exhibition for marketing information.

• 90% are searching online for business activities and projects.

Numbers Readers Languages Experience Presence Mission China Turkey Middle East India Africa Latin America Research Categories **Events** Survey Innovation Editorial Interview Mobile Membership Connection **Partnership**

OUR INNOVATIONS

We conduct Interview differently

In the last two years, we changed our editorial strategy. We used to inform the reader.

Now we want the client to take action.



We believe that a piece of information has two faces,



either digested, either used. We choose to provide intelligent news for the business community. Our team comes from the business world and knows what it takes to close a deal.

We adjusted our interview model

We used to ask our interviewee about his business. We conducted such a discussion in a traditional manner: disguised advertising for our client. This year we focused on leadership and marketing. Our angle is to understand how the company prospered, what must



Innovation is a Mindset

be done to succeed in emerging markets.

Readers Languages Experience Presence Mission China Turkey Middle East India Africa Latin America Research Categories **Events** Survey Innovation Editorial Interview Mobile Membership Connection

Partnership

Contact

Numbers

OUR INNOVATIONS

We initiated the Membership

Numbers Readers Languages Experience Presence Mission China Turkey Middle East India Africa Latin America Research Categories **Events** Survey Innovation Editorial Interview Mobile **Membership** Connection **Partnership** Contact

The number of fairs, exhibitions, seminars, lecture, the workshop is growing exponentially, for 2022 we already reached 100 online and Offline events to attend. **NBN initiated the memberships " Expansion" and "Going Global"** to our readers. We visit the fairs, and we promote the best to our audience. Our team checks the quality of the venue, the topics, the speakers, and participants. We want our readers to spend their money well: we negotiate with the organization to guarantee the best experience at the exhibition.



We connect

Our database is a goldmine: the elite of the industry in the energy market. NBN will become a connection platform between our members and their targets: we commit to using our sources from our media production for the greater good of the business community.

MEDIA SPACK

Readers

Languages

Experience

Presence

Mission

China

Turkey

Middle East

India

Africa

Latin America

Research

Categories

Events

Survey

Innovation

Editorial

Interview

Mobile

Membership

Connection

Partnership

Contact

OUR ACTIVITIES During 2022, NBN focused on three main activities: Numbers

Promotion of Online and Offline Events on NBN Website, and Newsletter.

New Sales Tactic for Events Organizers post-Coronavirus (Covid-19) crisis.

Association to the B2B Matchmaking Nuclear Direct.



During the second half of 2022, NBN expanded in new markets:



Promotion and reporting of Online Conferences organised by Events partners.

Assessment of 75 new events, including webinars, we attend and inform our users where to invest their time.

Improvement of the online B2B Matchmaking in events with direct follow up.

CONNECT WITH US

Chief Executive Officer

Arnaud Lefevre (alefevre@dynatom.org) Mobile/WhatsApp: +41 76 588 09 66 Wechat: lefevrefribourg Skype: barilpekin

MENA Regional Director

Aasem Abuzeid عاصم أبوزيد (aabuzeid@dynatom.org) Mobile/WhatsApp: +20 10 94 696 595 Skype: live:assem535_1

China Regional Coordinator

Zhao Bo (赵博) (zhaobo@dynabondpowertech.com) Mobile : +86 186 1839 2699 Wechat: The_Franchise

Numbers Readers Languages Experience Presence Mission China Turkey Middle East India Africa Latin America Research Categories **Events** Survey Innovation Editorial Interview Mobile Membership Connection **Partnership** Contact

OUR HISTORY

202-2022: Promotion of Online Events, Full business development for NBN Members.

2020: NBN innovates with the new sales tactic for the members and events organizers during the Covid-19 Pandemic.

2019: NBN initiates its partnership with the Arab Atomic Energy Agency for the forum and conferences. The Membership program starts.

2018: After the World Nuclear Exhibition in Paris, Arnaud Lefevre and Frederic Mouen decide to create a business platform isolated from the consulting business. Launch of **NBN Media** in English, Chinese, and Arabic. DI transfers all the news and marketing team to the new project. The Management creates NBN Media Ltd. in Cyprus (One foot in Europe, One foot in the Middle East). DI remains in Switzerland.

2017: DI expands in South Africa. The website incorporates the Arabic version. DI sells the shares of DPS to the new CEO, Francis Zhao.

2016: DI grows in Egypt and Jordan, and continue actively in the Turkish nuclear program still to these days.

2015: DI participates to the creation and the promotion of the Nuclear Industry Association of Turkey (NIATR). DI creates a business development team in Istanbul and Ankara. DI publishes business news on its website in English, Chinese and Turkish. The Magazine Dynatom is discontinued.

2014: DI promotes the first "Istanbul Nuclear Power Plant Summit" in China and Europe.

2013: Liu Yang joins DPS as the new CEO. Arnaud Lefevre is relocated in Europe. He creates **Dynatom International GmbH (DI)** with Frederic Mouen and Nicolas Schlumberger. The Company owns 60% of DPS.

2012: Creation of a magazine: Dynatom. The magazine focuses on the industrial leadership in the Chinese Nuclear Power Market.

2011: DPS expands its business in the Control system and simulators fields. **2010**: Frederic Mouen becomes Partner. The Company grows in the backend fuel cycle business, Industrial Partnership, and investment.

2009: Nicolas Schlumberger joins the Company as a Partner. He leads the Management to follow Chinese global strategy. DPS publishes Monthly the first bilingual newsletter on the Chinese Nuclear Power Market. The Company focuses on the sales of nuclear safety equipment for new build and the certification HAF 604.

2008: Frederic Mouen leads the Management into the nuclear power market. The Management integrates engineering staff, and the new name is **Dynabond Powertech Services Co., Ltd. (DPS)** The Company focuses on nuclear safety expertise.



2005: Arnaud Lefevre joins Dynabond as the new CEO and Partner. The Company focus in three areas: New Media, Sourcing, Market Research, and Sales.









BREAK INTO EMERGING MARKETS

Copyright © NBN is a Trademark of Dynatom International GmbH. All rights reserved 2023. No part may be reproduced without the prior written permission of the publisher. Please note the publisher can take no responsibility for omissions or errors by contributors or advertisers.



2023