



UNLOCK GLOBAL OPPORTUNITIES

Your trusted partner to China and beyond - cross-border trade, logistics and business services, built on fifteen years on the ground.



Home of SHI-X

The AI super app for doing business in China.
Unlock China - Tap. Trade. Collect.

COMPANY PROFILE

Version 05 · 2026



SHAPING TOMORROW
THROUGH INTELLIGENT
SOLUTIONS.

 shipay.co



ONE GROUP. TWO BRANDS.

Shipay Global Services is the company. SHI-X is the app it built, funds and operates.



The Company

Shipay Global Services

Unlock Global Opportunities

- Cross-border trade, logistics and business-services group, headquartered in Guangzhou.
- Built on fifteen years of China–Middle East sourcing, freight and trade operations.
- Holds the corporate relationships: government bodies, banks, carriers, airports, telecoms.
- Owns and operates SHI-X. Signs the contracts; carries the balance sheet.



The Platform

SHI-X

Unlock China, Tap. Trade. Collect.

- The product users actually touch: one app, on iOS and Android.
- Flight and hotel booking, restaurant food ordering, mobility, sourcing, logistics, exhibitions and AI Builder in a single account.
- Its own identity - black, lavender purple and fresh green signed (A Shipay Company).
- Serves traders, SMEs, business travellers and visitors to China.

01

THE GROUP

SHIPAY

GLOBAL SERVICES

Unlock Global Opportunities - your trusted partner to China and beyond.



THE GROUP · BRAND STORY

BORDERS SHOULD CONNECT US, NOT COMPLICATE US.

Every journey begins with a reason: a new market, a new partner, an opportunity worth crossing a border for. Yet crossing that border is usually fragmented, slow and uncertain.

Shipay was founded on the belief that moving across the world should feel like moving forward. We use intelligent technology to remove friction, connect the services a trade actually depends on, and bring businesses closer to the opportunities beyond their own market.

Fifteen years of hands-on sourcing, freight and trade between China and the Middle East sit behind that belief - and behind every product we build.



THE GROUP AT A GLANCE



2012

First China sourcing operations



5,000 - 6,000

Containers handled since 2018



USD 74 M

Peak annual trade volume



GUANGZHOU

Headquarters, with Yiwu and Lebanon operations

THE GROUP · VISION, MISSION & VALUES

WHAT THE GROUP IS FOR



OUR VISION

To become the world's leading intelligent gateway for seamless cross-border business and travel - a connected world where technology removes the complexity of moving across borders.



OUR MISSION

To simplify cross-border business journeys through AI-powered technology, integrated services and trusted global connectivity travel, mobility, hospitality, logistics and business services in one ecosystem.



CORE VALUES

Connect

We bring people, businesses and opportunities together.

Trust

We build confidence through reliability and transparency.

Integrity

We honor commitments and act fairly in business.

Agility

We move quickly, adapt continuously and stay ahead.

Simplicity

We make complex cross-border experiences effortless.

Empowerment

We give people and businesses the ability to go further.



THE GROUP · LEADERSHIP

PAUL MAROUN MECHAALANI

- Founder & Chief Executive Officer, Shipay
- Chief Representative, Lebanese Chamber of Commerce and Industry in Guangdong Province
- Appointed Representative of China Mobile for the MENA Region

Fifteen years building the commercial bridge between China and the Middle East. Paul began sourcing industrial and hydraulic components in China in 2012, moved into freight and shipping, and built We Import in Lebanon into an operation that has handled 5,000 to 6,000 containers since 2018. He founded Shipay in Guangzhou in 2025 and launched SHI-X as its platform.



15 YEARS

On the ground
in China



5,000 - 6,000

Containers since
2018



USD 74 M

Peak annual trade
volume



MENA

China Mobile
representative, 2026



THE GROUP · TRACK RECORD

FIFTEEN YEARS OF BUILDING THE BRIDGE



From sourcing to shipping, from infrastructure to digital platforms, our journey has always been about connecting markets and creating new opportunities between China, the Middle East and beyond.

2012

First sourcing operations in China: spare parts, hydraulic components and hoses for heavy machinery.

2015

Founded a trading company in Yiwu, reaching a reported RMB 500 million in annual volume.

2017 / 18

Expanded from sourcing into shipping and freight; established We Import in Lebanon.

2024

Opened the Belt and Road Business Center in Guangzhou, bringing Middle East delegations to China.

2025

Founded Shipay in Guangzhou and secured government, banking and technology partners.

2026

Appointed by China Mobile as its strategic partner and representative for the MENA region.



TODAY

Shipay operates from Guangzhou with 100+ specialists, 15+ warehouses and the SHI-X platform in market.



THE GROUP · PARTNERS

INSTITUTIONAL PARTNERS

Shipay works alongside state-owned enterprises, financial institutions and technology platforms in China - among them China Mobile, Alibaba, Bank of China, UnionPay, Alipay and WeChat Pay, together with airport, rail and hotel groups. These relationships are what make SHI-X's payments, logistics and travel services compliant, insurable and scalable outside China.



02

THE PLATFORM

SHI-X

UNLOCK CHINA. TAP. TRADE. COLLECT.

One intelligent app to book flights and hotels, order food
and manage business in China.

SHI-X

THE PLATFORM · OVERVIEW

ONE APP EIGHT CORE SERVICES.

SHI-X replaces the stack of local apps, agents and intermediaries a foreign business normally needs to operate in China. Users can source products, ship goods, book transport, order restaurant meals, access exhibitions, use AI Builder, and book hotels and flights through one app, supported by shared translation, payment and support capabilities.

1

Built for outsiders

Designed around people who don't read Chinese and don't have a local entity.

2

Verified on both sides

Suppliers, drivers and restaurants are vetted before they reach a user.

3

Owned end to end

Shipay's own warehouses, partners and payment rails sit behind the app.



SHI-X

THE PLATFORM · VISION & MISSION

WHAT SHI-X IS FOR



OUR VISION

To become the leading digital gateway for businesses and traders connecting with China - a simpler, smarter, more connected way to navigate cross-border trade, where the right services and opportunities are always within reach.



OUR MISSION

To simplify the entire trader journey by bringing essential cross-border services, tools and solutions together in one intelligent app - so businesses can discover opportunities, access the services they need and manage every key step with greater ease and efficiency.

SHI-X

THE PLATFORM · SCALE SHI-X IN NUMBERS



300K+ Verified suppliers
Electronics to textiles to heavy machinery.



500K+ Verified drivers
Standard, express and premium ride types.



1M+ Restaurant listings
Western, Middle Eastern, halal and local.



15+ Warehouses in China
Strategically placed for fast consolidation.



100+ Specialists
Trade, logistics, product and support teams.



24 / 7 AI and human support
Around the clock, in the user's language.

THE PLATFORM · SERVICE MODELS

EIGHT CORE SERVICES, ONE ACCOUNT

Eight core services connect business and travel in China. Book flights and hotels, order restaurant meals and manage the rest of the journey through SHI-X.



1



Smart Sourcing & Wholesale

Search, compare and order directly from 300K+ verified suppliers.

2



Logistics & Shipping

15+ warehouses and AI routing - fastest, cheapest or most reliable lane.

3



Transport & Mobility

500K+ verified drivers, from budget taxi to premium cars.

4



Restaurants & Food Ordering

Browse 1M+ restaurants, book a table or order food through SHI-X for delivery to your hotel.

5



Exhibitions & Events

Buyer registration, booth navigation and live quotes on the floor.

6



AI Builder

Property & home design

Connect drawings and 3D design with materials, sourcing and shipping planning.

7



Hotel Booking

Book your hotel through SHI-X around your location, dates and room preferences.

8



Flight Booking

Book your flight through SHI-X and connect your arrival with the rest of your trip.

SHI-X

THE PLATFORM · MODEL 01

SMART SOURCING & WHOLESALE

For entrepreneurs, SMEs and buyers who need Chinese product without a Chinese entity. SHI-X connects users to more than 300,000 verified suppliers across electronics, textiles, homeware and heavy machinery - searchable, comparable and orderable in-app, with AI translation handling the negotiation.



**Search
and compare**

Filter by category, MOQ and price across verified factories and traders.



**Order
directly**

Place and track orders with the supplier - no broker in the middle.



**Protected
transactions**

AI-assisted buyer protection and smart contracts hold funds until terms are met.



THE PLATFORM • MODEL 02

LOGISTICS & SHIPPING

SHI-X | UNLOCK CHINA

For suppliers, traders and business travellers moving goods out of China. Fifteen-plus warehouses and AI routing let users choose the fastest, cheapest or most reliable lane, with live tracking from factory floor to final mile.

Consolidate



Goods from multiple suppliers arrive at a Shipay warehouse and ship as one consignment.

Choose your lane



Air, sea, rail or express — priced and compared side by side before you commit.

Track continuously



One tracking view from supplier pickup through customs to delivery.

Full transparency



Costs, timings and handovers are visible at every stage, with no hidden agent margin.

- ✓ 15+ warehouses in China
- ✓ AI-routed lanes - fastest, cheapest or most reliable
- ✓ Live factory-to-final-mile tracking

SHI-X

THE PLATFORM · MODEL 03 TRANSPORT & MOBILITY

Book taxis and premium rides through SHI-X for airport transfers, hotel journeys and travel across China. Connect with 500,000+ verified drivers, with AI assistance for booking, pickup instructions and driver communication.



Book your ride

Set your pickup and destination, choose a budget taxi or premium car, and share luggage needs or special instructions.



Communicate clearly

SHI-X helps coordinate with your driver in Chinese, with live translation for pickup details and special requests.



Track your pickup

Follow your driver on the map, check the estimated arrival and receive an alert when your ride is approaching.

SHI-X

THE PLATFORM • MODEL 04

RESTAURANTS & FOOD ORDERING

Order food through the SHI-X app, or book a restaurant table for a business meal. Browse translated menus and arrange delivery to your hotel, with AI assistance for restaurant and rider communication.



Discover restaurants

Explore 1M+ restaurant listings, with Western, Middle Eastern and local cuisines, plus halal, kosher and vegetarian options.



Order through SHI-X

Choose dishes, add special instructions and place your food order through the app.



Follow your delivery

Track rider progress and estimated arrival, with AI-assisted communication to clarify delivery instructions.

Explore Cuisines



Western



Middle Eastern



Asian



Halal



Vegetarian

See all

Signature Experience

Seared Scallops

Truffle potato purée,
herb oil, microgreens.

Extraordinary food.
Memorable moments.



Reserve a Table

Select date, time and party size



GOOD FOOD
ANYWHERE
WITH YOU

SHI-X

THE PLATFORM • MODEL 05 EXHIBITIONS & EVENTS

China's trade fairs are where most sourcing relationships actually start - and where foreign buyers lose the most time. SHI-X turns a fair into a navigable, searchable event.

1



Register as a buyer

Buyer registration and credentials handled in-app before you land.

2



Post a shopping list

Publish what you're looking for; matching exhibitors come to you.

3



Navigate to the booth

Live in-hall navigation to specific suppliers' stands, with English signage.

4



Collect live quotes

Request and compare quotes on the floor, translated instantly.



SHI-X

THE PLATFORM • MODEL 06 AI BUILDER - PROPERTY & HOME DESIGN

For homes, villas and wider developments, AI Builder brings together property briefs, drawings and 3D design with materials, sourcing and shipping planning through SHI-X.

1

Define the project

Bring site context, project scale and intended use into a clear brief for homes, villas and developments.

2

Design the whole home

Explore floor plans, architectural and furnished 3D views. Consider floors, walls, ceilings, furniture and lighting together.

3

Materials & shipping

Prepare a list of finishes, sizes and quantities, then discuss suppliers, destination and shipping requirements with Shipay.



SHI-X

THE PLATFORM · MODEL 07 HOTEL BOOKING

Book your hotel through the SHI-X app, with your stay planned around the meetings, suppliers and exhibitions you are visiting. Choose accommodation by location, dates, budget and room preferences, with AI assistance to communicate with the hotel.



Find the right stay

Search by location, amenities and budget, then review the room options that suit your trip.



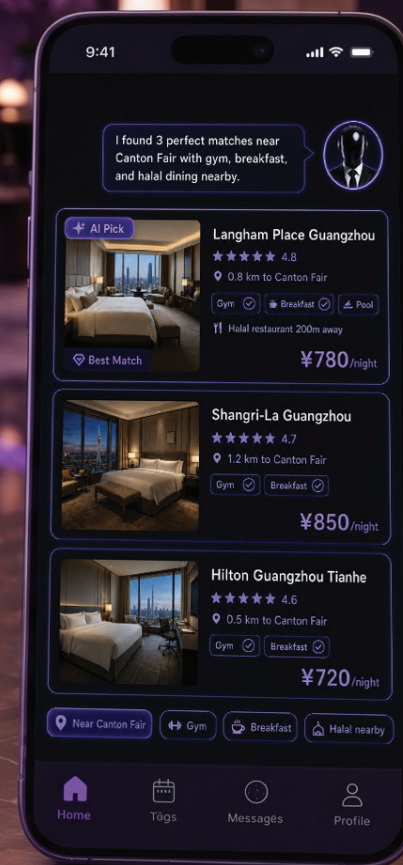
Book through SHI-X

Select your room and dates, review the details and complete your hotel booking through the app.



Make your requests understood

Request an extra bed, early check-in or meal preferences. SHI-X's AI helps communicate with the hotel in Chinese.



SHI-X

THE PLATFORM • MODEL 08 FLIGHT BOOKING

Book your flight through the SHI-X app and organise your travel around the rest of your China visit. Connect your departure and arrival plans with your hotel stay, onward transport and business schedule.



Plan the journey

Set your departure and arrival cities, outbound and return dates, and passenger requirements.



Book your flight

Make your flight booking through SHI-X for your business trip or visit.



Connect your arrival

Coordinate your expected arrival with airport pickup, hotel check-in and the meetings ahead.



PEOPLE
TRAVEL
BUSINESS
WITHOUT LIMITS

✈ Departures →
✈ Arrivals →
🔄 Transfers →
🏠 Business Lounge →

SHI-X

THE PLATFORM · CAPABILITIES

WHAT RUNS UNDERNEATH



24 / 7 AI translator

Voice, text, document and image translation for contracts, menus, booth signs and driver chats - in real time.



AI buyer protection

Supplier credibility checks and smart contracts so payment and delivery obligations are enforced, not hoped for.



Multi-currency wallet

Top up by Visa, Mastercard, PayPal, Alipay, WeChat Pay, UnionPay, Stripe or cash at partner branches. Track CNY, USD and EUR live.



Real-time tracking

Shipment status from supplier to doorstep, plus live rider and driver tracking for food and transport.



Multi-payment rails

Pay suppliers, taxis, restaurants and exhibition fees from one balance, across every major network.



Always-on support

AI-powered and human-assisted support for international users, available around the clock.

SHI-X

THE PLATFORM • ENTREPRENEURS
& BUSINESS TRAVELLERS

FOR THE PEOPLE DOING THE DEAL

Book flights and hotels and order restaurant meals through SHI-X, alongside the sourcing, logistics and payment tools that support your business in China.



Seamless logistics pipeline

15+ warehouses and AI routing let you choose fastest, cheapest or most reliable lanes, with live tracking from factory to final mile.



All-channel payments

One wallet tops up via Visa, Mastercard, PayPal, Alipay, WeChat Pay, UnionPay, Stripe or cash - then pays suppliers, taxis, food and exhibition fees.



Translation that closes deals

Instant voice, text, document and image translation for contracts, menus and booth signs removes the language barrier from negotiation.



A dining network you can expense

A million-plus restaurants, from Michelin-star Western to Middle Eastern halal kitchens - booked, delivered and expensed from the same wallet.



Shipay's widest-in-market supplier network, largest driver pool and deepest wallet integration sit behind every one of these.

SHI-X

THE PLATFORM · TOURISTS & CASUAL VISITORS FOR EVERYONE ELSE WHO LANDS IN CHINA

Book your flight and hotel, order food and arrange your local rides through the SHI-X app.



Instant ride-hail

Half a million drivers means roughly five-minute pickups. Choose a budget taxi or a Luxe car with bottled water, an English-capable driver and door-to-door help. Live translation supports driver chats.



Order food through SHI-X

Filter 1M+ restaurants by cuisine: Western, Middle Eastern, American, African, halal, kosher or vegetarian. Order through SHI-X and track delivery to your hotel, with AI-assisted restaurant and rider communication.



Cash-free everyday spending

Load the wallet once, then tap to pay for taxis, meals, souvenirs and pharmacies. No cash to change, no stack of local apps to install.



Exhibition explorer

In town during Canton Fair? Register as a buyer, post a shopping list and let SHI-X map guide you, with English signage and instant translated chats.

THE PLATFORM • AUDIENCE

WHO SHI-X IS BUILT FOR



Entrepreneurs and SMEs

Small and mid-sized businesses looking for reliable Chinese suppliers and a clean way to handle shipping, payments and inventory without opening an office.



Business travellers

International visitors coming to China to buy, negotiate or inspect, with flight and hotel booking, transport, food ordering, sourcing and logistics connected through SHI-X.



Tourists and visitors

Travellers who want to book flights and hotels, order food and arrange rides through SHI-X, with help navigating unfamiliar languages and local services.



Chinese suppliers

Factories and traders seeking international customers and a secure, efficient channel for transactions and outbound logistics.

SHI-X

 | UNLOCK CHINA

SHIPAY . SHI-X

**SMARTER CONNECTIONS.
GREATER OPPORTUNITIES.**



COMPANY PROFILE

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For a demonstration of SHI-X, a partnership conversation, or a sourcing and logistics brief, we're a message away.

Shipay Global Services

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