

**HUISHENG INTERNATIONAL HOLDINGS LTD:
AMAZING ! SIMPLY AMAZING !**

Maybe The Chairman Should Run For Public Office

Faced with the increasing burden of debt service and the intolerable bureaucracy in trying to obtain a listing on an equity market in the People's Republic of China (PRC), Huisheng International Holdings Ltd () (Code: 1340, Main Board, The Stock Exchange of Hongkong Ltd) has determined to pitch a Global Offering on the premier equity market of the Hongkong Special Administrative Region (HKSAR) of the PRC.

On Monday, February 17, 2014, Huisheng International brought out and disseminated its Global Offering Prospectus in the Company's attempt to sell 120 million, one-cent Shares at the Indicative Offer Price Per Share, ranging from a low of \$HK1.45 to a high of \$HK2.05.

Of the total number of shares on Offer, 20 million Shares are those to be sold by the Executive Chairman, Mr Ding Bi Yan (), via Huimin Holdings Ltd, a company, domiciled in the British Virgin Islands, being wholly owned by Mr Ding.

Hongkong Investors are being Offered 12 million New Shares while International Investors are being Offered 108 million New Shares.

In aggregate, the investing public will own 30 percent of the Issued and Fully Paid-Up Share Capital of this Company at the end of the day.

The Initial Public Offering (IPO)

At the midpoint of the Indicative Offer Price Per Share, being \$HK1.75, the Company estimates that it will net about \$HK135 million.

The money to be raised in this Global Offering is earmarked for the following purposes, one is told at Page 256 of the Global Offering Prospectus:

- Approximately \$HK63.50 million, representing 47 percent of the Net Proceeds, *'for the purchase of freezer storage facilities for phase two of the New Production Base'*; and,
- Approximately \$HK71.50 million, representing 53 percent of the Net Proceeds, for developing and outfitting two breeding farms in the PRC, Proper, being separate and distinct from the HKSAR.

Huisheng International is in the business of raising and slaughtering pigs and selling pork products in Changde, the Hunan Province of the PRC.

The Company has been in business since 2006 when the current Chairman, who is, also, the Founder, decided to venture into the hog-slaughtering industry.

About one year after making the decision to enter this industry, Mr Ding *'contemplated seeking a listing of Changde Huisheng* (Changde Huisheng Meat Food Company Ltd [], a wholly foreign owned enterprise in the PRC which was established on April 21, 2006 and was deregistered on December 19, 2008) *on a stock*

exchange in the PRC’.

However, as Page 91 of the Global Offering Prospectus states, such a plan was fraught with bureaucracy and, eventually, the idea was scrapped.

And so, after biting the bullet with regard to the ambitious listing plans, having been thwarted by PRC Government, bureaucratic red tape, attention was turned to the HKSAR as a listing destination ‘*in view of the better access to international capital, a more liquid market and greater efficiency of the Stock Exchange*’.

The Business

The business of Huisheng International ... [CLICK TO ORDER FULL ARTICLE](#)

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