



壹路集团
ONEROAD GROUP



ONEROAD GROUP



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发展历程

DEVELOPMENT HISTORY

2023年 壹路集团汽车海外仓、慈善基金会成立
Oneroad Automobile oversea warehouse, Charitable foundation Established

2022年 石油炼化厂项目与运动城项目筹建
Oil Refinery & Sport City project preparation

2021年 要客安保出行、柬埔寨集团公司设立
Convoy Fleet Service Cambodia Group Company set up

2019年 汽车租赁、汽车服务、楼宇传媒、国际旅游
Auto chain business / Auto leasing / Auto service Advertising / International tourism

2018年 汽车经销、项目投资
Oil & Gas Commodity Trading start

2013年 油气化工
Oil & Gas Commodity Trading start

2012年 电子产品综合贸易
Electronic Products General Trading

活力、创新、奋斗、务实
VITALITY, INNOVATION, STRUGGLE, PRAGMATISM

开启壹路前行新征程

Start a new journey of Oneroad forward

在未来，壹路集团将继续实现资产质量的进一步提升、全球市场的扩大化布局、科技研发创新的更大程度投入、信息化水平的高度提升，为员工创造更大的成长空间，为社会创造更大的价值，为中国与他国的合作奉献更多力量，成为受社会信赖和喜爱的全球化国际高端企业。

In the future, Oneroad Group will continue to further improve the quality of assets, expand the global market layout, invest more in R&D and innovation, and improve the level of informatization, so as to create greater growth space for employees, create greater value for the society and contribute more strength to the cooperation between China and other countries, to become a globalized international high-end enterprise trusted and loved by the society.



集团介绍

在世界经济发展趋势下，壹路集团以全球视野结合长远发展需求及战略布局，传承与发扬古代丝绸之路精神，阅览繁华之历史长廊，付诸实力与不懈拼搏，兢兢挖掘互补优势，并实事求是以深化谋求各领域合作，为和谐繁荣经济社会发展之路广播绿荫，孕育华实。

壹路集团是一家大型综合性企业，于2012年始创于中东金融经济中心—迪拜，集团各项产业和经济发展领域主要集中分布于中国、中东地区、东南亚地区和东非地区。壹路在2012年开始从事电子产品综合贸易，2013年进入油气化工行业，之后陆续跨入公共交通、汽车经销与海外仓、项目投资、汽车租赁与服务、传媒、国际旅游、要客安保出行服务等产业领域。通过自身不懈努力和坚持，壹路各个产业不断发展壮大，促就壹路在不同经济领域市场份额和地位的提升，为夯实与拓展业务所在国之间的双边关系增添有利因素，进一步稳固与业务所在国重要政商领袖和皇室家族的良好关系。

2020年，壹路集团开始涉足东南亚市场，为后期发展打下了坚实基础。并在2021年5月，壹路集团正式于柬埔寨金边成立，辐射整个东南亚地区。如今，壹路在东南亚市场的事业正热火朝天般地进行，包括能源化工产品大宗贸易与进口分销、要客礼宾安保车队、汽车代理经销、综合性汽车服务、炼化深加工项目投资、赛马场项目投资、慈善事业等。未来，壹路将积极顺应发展潮流，秉承以人为本、合作共赢、可持续发展和命运共同体的理念，为客户、团队、社会提供真诚务实的服务，并以不断开拓创新的企业精神，厚积薄发，呈现出属于壹路的一条亮丽风景线。

壹路集团团队是一支专业、年轻、朝气蓬勃和拥有创新无畏精神的队伍。团队成员相互关怀、相互勉励、众志成城，一心只为打造更美更好的壹路！在十年左右时间，壹路凭借坚韧不拔的毅力和敢于挑战自我的开拓精神，一路怀揣雄心与斗志，始终如一坚守初衷，凝聚成当今具备国际专业化资质的运营团队，并制定拥有完善的品牌战略规划、完整的职能体系架构、统筹明确的发展战略和全面的风险管理体系，以确保集团整体朝着共同的目标方向发展；以及凭借“务实、创新、拼搏”企业文化精神和高度凝聚的核心团队力量，得以稳定延续发展至今，并获得国际市场的一致好评！

一路走来，壹路秉承属地化的运营理念，并拥有不同文化背景成员团结协作，逐步凝结了属于壹路的凝聚力和创造力。在未来，壹路集团将继续实现资产质量的进一步提升、全球市场的扩大化布局、科技研发创新的更大程度投入、信息化水平的高度提升。此外，壹路集团也会不断积极拓展与中国、中东、东南亚及东非地区的国家的合作，为更多国家发展提供可持续发展的重要的机遇，以打造全球化、智能化、高端化的智慧商业综合体，同时也为中国与他国的合作奉献更多力量，从而成为受社会信赖和喜爱的全球化国际高端企业。

GROUP PROFILE

Under the trend of world economic development, Oneroad Group, with a global vision combined with long-term development needs and strategic layout, inherits and develops the spirit of the ancient Silk Road, browses the prosperous historical corridor, puts in its strength and unremitting efforts, and carefully explores complementary advantages. And seek truth from facts to deepen and seek cooperation in various fields, so as to broadcast green shades and nurture brilliant successes for the road of harmonious and prosperous economic and social development.

Oneroad Group is a large-scale comprehensive enterprise, founded in 2012 in Dubai, the financial and economic center of the Middle East. Its various industries and economic development areas are mainly concentrated in China, the Middle East, Southeast Asia and East Africa. Oneroad started to engage in the comprehensive trade of electronic products in 2012, and entered the oil and gas chemical industry in 2013, and then successively entered public transportation, automobile distribution and warehouse, project investment, car rental and services, media, international tourism, VIP security travel services, and other industrial fields. Through its own unremitting efforts and perseverance, Oneroad's various industries have been continuing to grow and develop, which has been promoting the improvement of Oneroad's market share and status in different economic fields, has been adding favorable factors to consolidate and expand bilateral relations between countries where its business is located, and has been further solidifying the good relationship with important political and business leaders and royal families in the countries where the business is located.

In 2020, Oneroad Group began to set foot into the Southeast Asian market, laying a solid foundation for later development. In May 2021, Oneroad Group officially established in Phnom Penh, Cambodia, radiating the entire Southeast Asia region. Today, Oneroad's business in the Southeast Asian market is in full swing, including commodity trading ,import and distribution of petroleum products, VIP concierge security fleet, automobile agency distribution, comprehensive automobile services, investment in refining and chemical products deep processing projects, and investment in horse racetrack projects. In the future, Oneroad will actively follow the development trend, adhere to the concept of people-oriented, win-win cooperation, sustainable development and a community of shared destiny, provide sincere and pragmatic services for customers, teams and society, and with the entrepreneurial spirit of continuous pioneering and innovation, accumulate a lot while consuming little, so as to present a beautiful landscape belonging to Oneroad.

Oneroad Group team is a professional, young and energetic team with spirits of innovation and fearlessness. The team members care for each other, encourage each other, and unite as one, all dedicated to creating a better and better Oneroad! In the past 10 years , relying on indomitable perseverance and the pioneering spirit of daring to challenge ourselves, Oneroad has always been ambitious and with fighting spirit, has always adhered to its original intentional, and has condensed into an operation team with international professional qualifications, and formulates a sound brand strategic plan, a complete functional system structure, a coordinating and clear development strategy and a comprehensive risk management system to ensure that the group as a whole develops in the direction of a common goal ;and with the corporate culture spirit of “pragmatism, innovation and hard work” and the highly cohesive core team strength, it has been able to stably continue to develop until now, and has won unanimous praise in the international market!

Along the way, Oneroad has been adhering to the localized operation concept, united and cooperated with members with different cultural backgrounds, and gradually condensed the cohesion and creativity belonging to Oneroad. In future, Oneroad Group will continue to achieve further improvement in asset quality, expansion of the global market, greater investment in technological R&D and innovation, and a high level of informatization. In addition, Oneroad Group will continue to actively expand its cooperation with countries in China, the Middle East, Southeast Asia and East Africa to provide more countries with important opportunities for sustainable development, so as to create a globalized, intelligent and high-end wisdom commercial complex, but also contribute more strength to the cooperation between China and other countries, so as to become a globalized international high-end enterprise trusted and loved by the society.

电子产品综合贸易

Electronic Products General Trading

柯岩实业于2012年成立，是壹路集团旗下以电子产品综合贸易为主要运营业务的一家公司，也是中国小米等其他手机品牌在中东和东非地区的经销商，创立并拥有多家门店，促就了企业长期稳定的蓬勃发展，实现了在中东、东非和东南亚等地区更多点位的覆盖，成为了国际市场上在该产业领域占据一定影响力的电子产品综合贸易公司。

Cooperation Wing Industry was established in 2012. It is a company under the Oneroad Group with integrated trade of electronic products as its main business. It is also a distributor of other mobile phone brands such as Xiaomi in the areas like Middle East, East Africa and Southeast Asia, has established and owned a number of stores, has promoted the long-term stable and vigorous development of the company, and has achieved more coverage in the areas such as Middle East and East Africa, and has become a comprehensive trading company of electronic products with a certain influence in such industrial field in the international market.



油气化工

OIL & GAS

大宗商品贸易

Commodity Trading

2013年壹路集团开始从事石油、石油附属品、液化气等能源产品、化工原材料产品、矿产等基础资源大宗贸易，并为各国能源部门、物资公司、化工企业、建筑企业、有色金属冶炼企业、能源分销商、燃料供应商、工业用户、炼油厂、大宗商品贸易公司提供服务。

In 2013, Oneroad Group began to engage in bulk trade of basic resources such as petroleum, petroleum accessories, liquefied gas and other energy products, chemical raw materials and minerals and provide services for energy departments, material companies, chemical companies, construction companies, non-ferrous metal smelting companies, energy distributors, fuel suppliers, industrial users, oil refineries, and bulk commodity trading companies in various countries.

壹路集团下设公司润科源，拥有完善的供货质量监控体系，以严格筛选这些生产商、分销商及大型贸易商等供应商。其中，能源类产品供应商主要来自中东、阿拉伯地区、海湾合作委员会成员国以及俄罗斯等，矿产供应商主要来于南美洲、非洲、中东等地区。通过分析客户的供应和需求，壹路润科源提供的服务领域包括：供应商和客户的信用甄别、产品经济性、贸易框架的建立、贸易方案的谈判、贸易风险管控、贸易融资、合同执行、仓储及物流方案支持等。壹路始终以国际性的视野、规范的作业流程和丰富的实战经验为大宗商品贸易的重要环节输送决定性竞争力。

Rankoil, a subsidiary of Oneroad Group, has a complete supply quality monitoring system to strictly screen these manufacturers, distributors and large traders. Among them, the suppliers of energy products mainly come from the Middle East, the Arab region, member states of the Gulf Cooperation Council and Russia, etc., and the suppliers of minerals mainly come from South America, Africa, the Middle East and other regions. By analyzing the supply and demand of customers, the service areas provided by Oneroad Rankoil include: credit screening of suppliers and customers, product economics, establishment of trade framework, negotiation of trade plans, trade risk control, trade financing, contract execution, warehousing and logistics program support, etc.. Oneroad has always delivered decisive competitiveness to the important links of bulk commodity trade with an international vision, standardized operating procedures and rich practical experience.

目前，壹路集团在能源领域涉及进出口、终端用户分销、油罐仓储、期货对冲等业务形式。

So far, Oneroad Group in out field has involved: import & export, end user distribution, oil tank storage, oil hedging, etc..

经营产品

Products

原油图



基础油图



LPG图



柴油图



燃料油图



聚合物图



沥青图

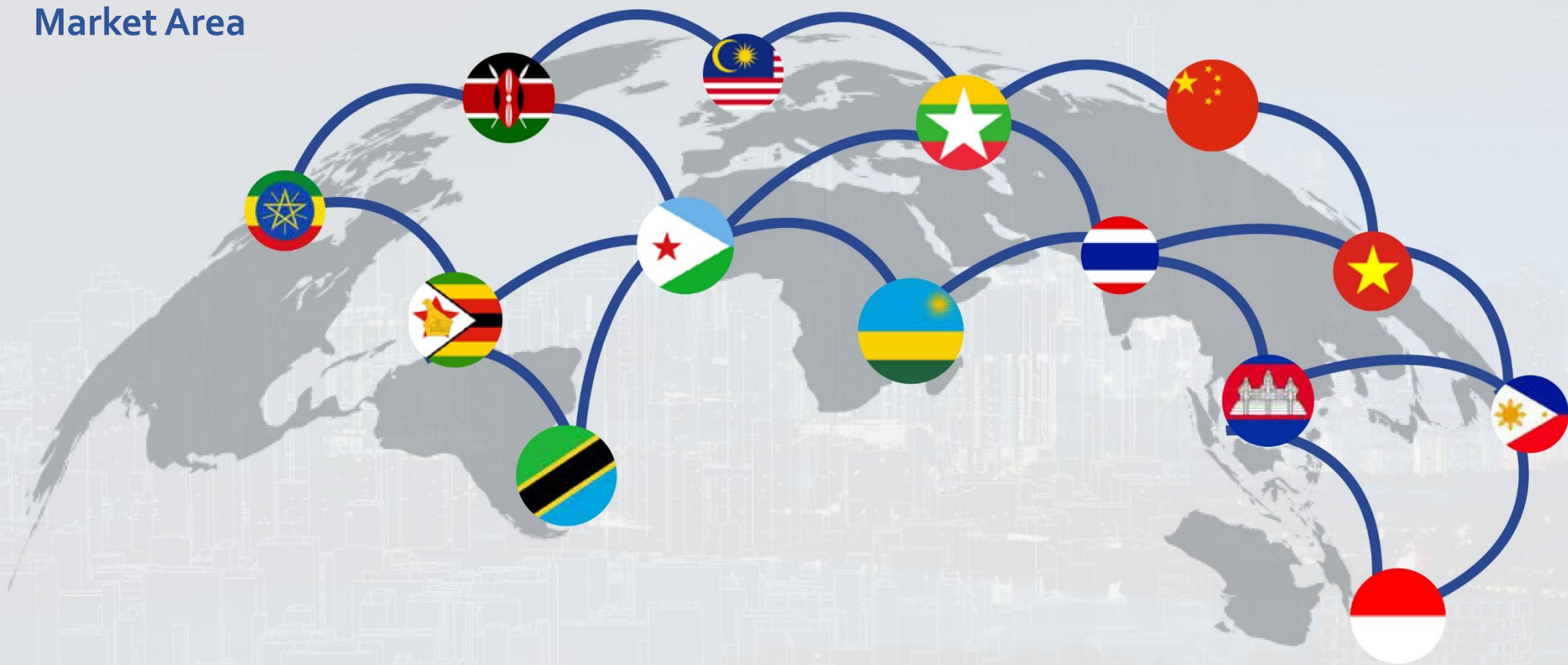


润滑油



市场范围

Market Area



市场领域： 中国、中东、东南亚（越南、泰国、缅甸、柬埔寨、菲律宾、印尼、马来）、东非（肯尼亚、吉布提、埃塞俄比亚、津巴布韦、坦桑尼亚、卢旺达等）、北非等地区。

Market Areas: China, Middle East, Southeast Asia (Vietnam, Thailand, Myanmar, Cambodia, Philippines, Indonesia, Malaysia), East Africa (Kenya, Djibouti, Ethiopia, Zimbabwe, Tanzania, Rwanda, etc.), North Africa and other regions.

进出口
Import & Export



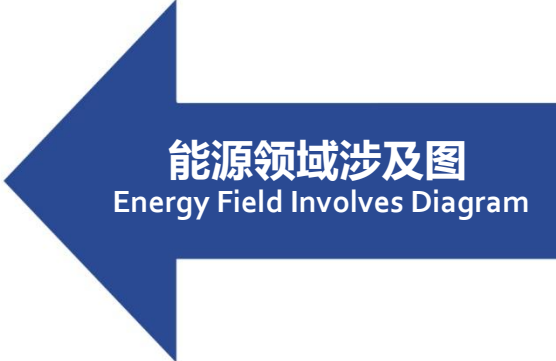
终端用户分销
End User Distribution



油罐仓储
Oil Tank Storage



期货对冲
Oil Hedging



油气化工

OIL & GAS

荣耀润滑油

Royale Lubricants

壹路拥有专属自己的润滑油品牌“Royale”。壹路荣耀润滑油采用德国配方、阿联酋生产方式进行。在该产品产业领域，壹路与客户保持紧密沟通，为客户量身打造新颖的整体解决方案，以满足客户多样化、个性化需求。其客户类型涉及汽车供应、OEM制造、工程机械、工程建设、钢铁水泥、船舶运输等多项行业领域。壹路集团，作为润滑油品生产商，其荣耀润滑油生产力求精益求精，提供可持续、安全可靠、高效、高性价比的产品和服务，做到物超所值。

Oneroad has its own lubricant brand "Royale". Oneroad "Royale" lubricant is produced in German formula and UAE production method. In the field of this product industry, Oneroad maintains close communication with customers and tailors novel overall solutions for customers to meet their diverse and individual needs. Its customer types involve automobile supply, OEM manufacturing, construction machinery, engineering construction, steel and cement, shipping and other industries. Oneroad Group, as a manufacturer of lubricant products, strives for excellence in its "Royale" lubricant productivity, and provides sustainable, safe, reliable, efficient and cost-effective products and services to achieve excellent value for money.

现今，荣耀润滑油已延伸至中国、中东、东南亚、东非、北非等多个市场领域。

Today, "Royale" lubricant has been extended to China, the Middle East, Southeast Asia, East Africa, North Africa and other market fields.

车用
润滑油



机械
润滑油



船运
润滑油



油气化工

OIL & GAS

石油炼化项目

Petroleum Refining and Chemical Project

石油炼化项目是壹路油气化工领域的又一个重要投资项目，尚处于筹建当中。壹路能源业务在柬埔寨从事进出口、内贸分销，计划设立石油炼化厂和配备30万吨油品储存罐，促进柬埔寨国家石油化工产业的结构升级与优化，改变柬埔寨地区的石油化工产品供应格局。提高柬埔寨地区成品油的自给率，促进柬埔寨发展，壹路集团炼化项目将是柬埔寨工业化的标志性工程。炼化厂整体规划为年炼化能力500万吨，一期规划200万吨年炼化能力，二期规划300万吨年炼化能力。炼厂的原料将采用中东轻质原油，进行催化裂化、常减压工艺后获取气体、汽油、柴油和少量化工产品，以满足东南亚及其他地区对能源的依赖。

Petroleum refining and chemical project It is another important investment project belonging to the oil and gas chemical industry of Oneroad Group, which is still under preparation. Oneroad energy business is engaged in import, export and domestic trade distribution in Cambodia, plans to set up a petroleum refinery and equip oil storage tanks with total capacity of 300,000 tons, in order to promote the structural upgrading and optimization of Cambodia's national petrochemical industry and change the supply pattern of petrochemical products in Cambodia. To improve the self-sufficiency rate of refined oil in Cambodia and promote the development of Cambodia, the Oneroad Group's refining and chemical project will be a landmark project of Cambodia's industrialization. The overall planning of the refinery is 5 million tons of annual refining capacity, 2 million tons of annual refining capacity is planned for the first phase, and 3 million tons of annual refining capacity is planned for the second phase. The raw material for the refinery will be light crude oil from the Middle East, used to undergo catalytic cracking and atmospheric pressure reduction processes to obtain gas, gasoline, diesel and a small amount of chemical products, so as to meet the energy dependence of Southeast Asia and other regions.

在未来的发展中，壹路投资控股集团将立足于项目高端化、进展高效化、产业高绩效、强化产业经营创新、运营模式创新、体制机制创新六大板块，形成板块联动互补，以不断提升企业业绩；并在现有能源的积累上，深化垂直布局，努力在石油化工行业的中、下游业务中展现优势和力量。

In the future development, Oneroad Investment Holding Group will be based on six major sectors: high-end projects, efficient progress, high performance industries, intensified industrial management innovation, operational model innovation, and system and mechanism innovation, to form linkages and complementarities between sectors, so as to continuously improve Enterprise performance; and on the accumulation of existing energy, deepen the vertical layout, and strive to show advantages and strengths in the upstream, mid-stream and downstream businesses of the petrochemical industry.



公共交通

Public Transportation

作为迪拜第七家具有运营资质的出租车公司 As The Seventh Licensed Taxi Company In Dubai

壹路出租车从智能投入、高效管理、战略布局等多方面着手，专注定位于“中阿两地具备互补优势”的行业的发展，并在互联网与科技迭代发展的当下，将不断创新的智能技术运用于智能城市建设，提供人们更加便捷的生活方式。

While carrying out import, export and do Oneroad Taxi starts from the aspects of intelligent investment, efficient management, strategic layout, etc., and focuses on the development of the industry where "China and UAE have mutual complementary advantages", and at the moment of the iterative development of the Internet and technology, the continuous innovation of intelligent technology is applied to the construction of smart cities, provide more convenient way of life for people.

壹路出租车，坚持“共享经济”的经营理念，将这一便捷的科技应用于城市交通，为阿联酋人民带来了全新的科技出行体验，此措施也与阿联酋日益增长的公共交通需求、日益增大的中国旅客群体服务需求相匹配。

Oneroad Taxi adheres to the business philosophy of "sharing economy" and applies this convenient technology to urban transportation, bringing a new technological travel experience to the UAE people. This measure is also in line with the UAE's growing public transportation needs and the growing demand for services from Chinese tourists.

壹路集团秉承着“以人文本，方便出行，便捷生活”的服务理念，广泛性扩展各类便民业务，满足社会日益快节奏的发展需求，与世界各国分享中国迅速发展的汽车制造业、灵活先进的公共交通以及智能交通形态，为中国与他国的国际友谊建设在便捷、智能、高效的交通服务领域献出一份微薄之力！

Oneroad Group adheres to the service concept of "people-oriented, convenient travel, and convenient life", widely expands various convenience businesses, meets the increasingly fast-paced development needs of the society, shares China's rapidly developing automobile manufacturing industry, flexible and advanced public transportation and intelligent transportation forms with other countries around the world, and makes a modest contribution to the construction of international friendship between China and other countries in the field of convenient, intelligent and efficient transportation services!



新媒体

New Media

壹路广告传媒是壹路集团下的广告公司，依托楼宇电梯、交通移动平台，为客户策划、制作与投放品牌推广资讯。

Oneroad Advertising Media is an advertising company under the Oneroad Group, relies on building elevators and transportation mobile platforms to plan, produce and distribute brand promotion information for customers.

壹路广告传媒的电梯广告屏，覆盖迪拜各大商场、高端办公写字楼及高端住宅社区区域，占据主流的优质消费群体，为投放客户精准筛选可靠受众目标。

The elevator advertising screen of Oneroad Advertising Media covers major shopping malls, high-end office buildings and high-end residential community areas in Dubai, occupying mainstream high-quality consumer groups, and accurately screening reliable audience targets for customers.

目前投入已有4年时间，已约覆盖四大商业办公区域，投放8000余终端，日均影响人次20万余人，而在电梯框架市场占有率更是高达30%，成为迪拜广告业即将崛起的新星。

At present, it has been invested for 4 years, covering about 4 major commercial office areas, putting more than 8,000 terminals, affecting more than 200,000 people on average per day, and the market share of elevator frames is as high as 30%, becoming the rising star of Dubai's advertising industry.

壹路广告传媒，投放针对性的品牌推广资讯，并以高频次、低干扰、强吸收的优势，成为核心稀缺资源。产品的创新与研发，是壹路广告传媒始终不断超越自己的信念。在产品研发上，壹路广告传媒以更高效率的传播为研发核心，开创出更多传播渠道。

Oneroad Advertising Media delivers targeted brand promotion information, and has become a core scarce resource with the advantages of high frequency, low interference and strong absorption. Product innovation and research and development are the beliefs of Oneroad Media that has always surpassed itself. In product research and development, Oneroad Media takes more efficient communication as the core of research and development, and creates more communication channels.



新媒体

New Media

在未来，壹路广告传媒将坚持为执着追求品牌的客户提供解决方案，为品牌企业提供现实高效的市场行销服务，厚积薄发，并不断提高品牌服务质量和提升品牌价值，以持之不懈勇于创新钻研产品的创新与研发，从而进一步扩大品牌影响力，与此同时，以高效传播为服务核心，围绕阿联酋为中心枢纽，以广告传媒业务为纽带，延伸发展领域至中东、东南亚和东非等其他地区。

In the future, Oneroad Media will insist on providing solutions for customers who are persistently pursuing brands, and providing realistic and efficient marketing services for brand enterprises, accumulate a lot while consuming little, continue to improve the quality of brand services and enhance brand value, and study product innovation and research and development with perseverance and innovation, so as to further expand brand influence, at the same time, with efficient communication as the service core, around the United Arab Emirates as the central hub, and with the advertising media business as the link, extend the development field to other regions such as the Middle East, Southeast Asia and East Africa.

2023年底预计投放约10,000余终端，日均影响150万余人。

About 10,000 terminals are expected to be put into operation by the end of 2023, affecting more than 1.5 million people on average daily.

以及依靠出租车的车顶LED屏幕，日均影响人次将提升至300万余人。

And relying on the roof LED screens of taxis, the daily impact will increase to more than 3 million people.

到2024年底，预计投放上万台终端，日均影响人次覆盖千万人次(包含旅游业等非常驻群体)。

By the end of 2024, it is estimated that tens of thousands of terminals will be put into operation, with an average daily impact of tens of millions of people (including non-resident groups such as tourism).





汽车服务

Auto Service

壹路汽车服务中心是壹路集团旗下专营汽车服务子公司，以集团汽车业务为依托，在满足对内需求的同时，为其他汽车品牌提供汽车维修、保养、钣金、喷漆、电工空调等服务。壹路汽车服务中心是以汽车后市场为目标的企业，先后涉足汽车养护、汽车美容装饰、汽车改装维修、汽车配件基地等数十项汽车服务领域，秉承着“真诚服务”、“以人为本”、“高效便捷”的理念，一直为广大客户提供优质的服务。

Oneroad Auto Service Center is a franchised automobile service subsidiary of Oneroad Group. Relying on the group's automobile business, it provides other auto brands with services such as vehicle repair, maintenance, sheet metal, painting, electrical air conditioning and other services while meeting domestic needs. Oneroad Auto Service Center is an enterprise aiming at the auto aftermarket. It has successively set foot in dozens of auto service fields such as auto maintenance, auto beauty and decoration, auto modification and repair, auto parts base, etc., and adhering to the concept of "sincere service", "people-oriented" and "efficient and convenient", has been all the time providing high-quality services to the vast number of customers.



汽车经销与海外仓

Automobile Distribution & oversea warehouse



壹路集团自2018年开始从事汽车相关业务，至今先后取得中国知名品牌在中东、东南亚地区的代理经销权。品牌包括一汽红旗、长城旗下各大品牌、柳汽东风汽车等。壹路集团通过自身实践和平台搭建，助力中国品牌汽车走进中东和东南亚及非洲地区。

Oneroad Group has been engaged in automobile-related business since 2018, and has successively obtained the agency distribution rights of well-known Chinese brands in the Middle East and Southeast Asia. Brands include FAW Hongqi, major brands of Great Wall, Liuqi Dongfeng Motor, etc. Through its own practice and platform construction, Oneroad Group helps Chinese brand automobiles enter the Middle East, Southeast Asia and Africa.

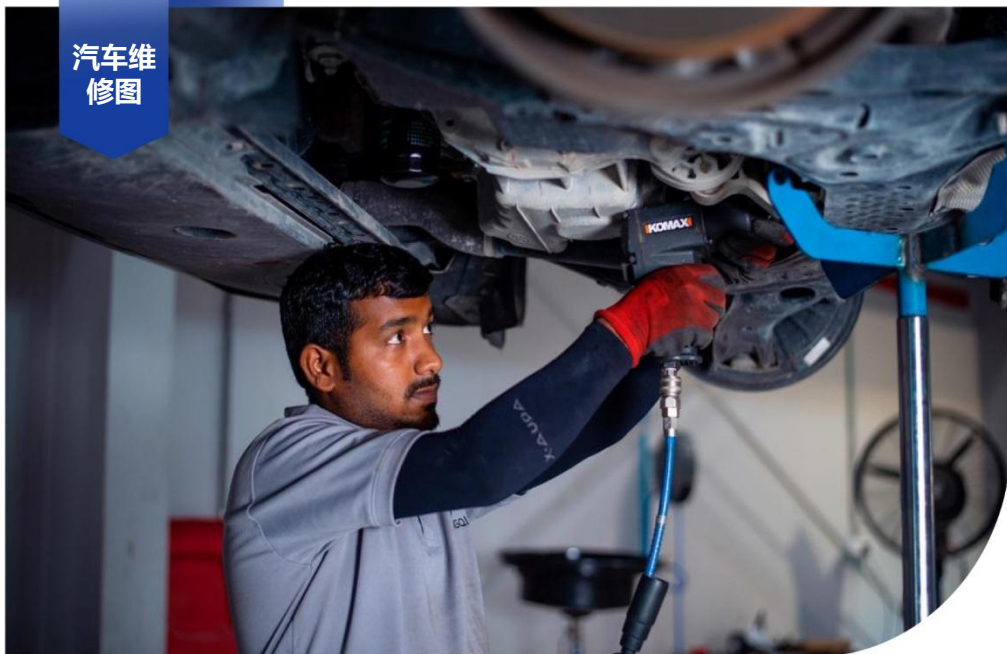
壹路集团为各代理品牌设立独立品牌展厅和独立服务中心。除代理经销业务外，还从事汽车进出口、二手车销售、汽车金融与保险、汽车配件销售等业务。于2021年，壹路集团在东南亚地区设立了以柬埔寨金边为枢纽的汽车贸易公司和售后服务中心，以此进一步展开与东南亚地区其他国家的业务关系，努力打造出具有竞争力和影响力的汽车业务运营商。

One Road Group has set up independent brand exhibition halls and independent service centers for each agency brand. In addition to agency business, it is also engaged in auto import and export, used car sales, auto finance and insurance, auto parts sales, etc... In 2021, Oneroad Group set up an automobile trading company and after-sales service center with Phnom Penh, Cambodia as the hub in Southeast Asia, so as to further develop business relations with other countries in Southeast Asia, and strive to create competitive and influential automobile business operator.

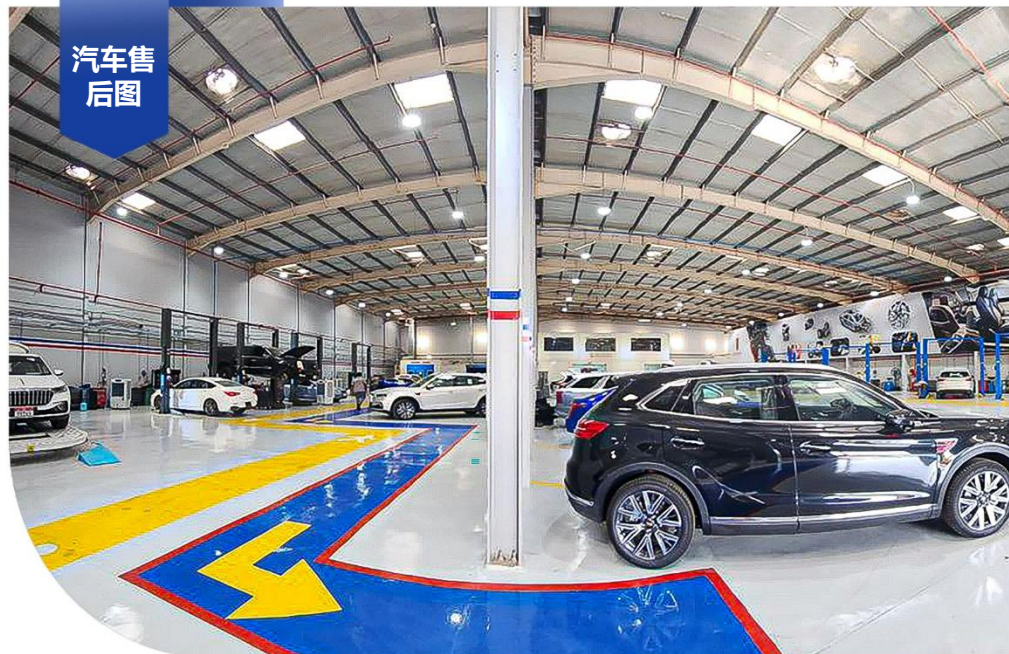
壹路集团采用中国汽车管理理念加本土行业精英运营的方式进行公司管理，以迅速在汽车领域提升地位、自身影响力及话语权。

Oneroad Group adopts the Chinese automobile management concept and local industry elite operation methods to manage the company, so as to rapidly improve its status, influence and voice in the automobile field.

汽车维修图



汽车售后图



汽车销售图



随着社会需求，尤其是在当今新能源和碳中和的发展趋势下，壹路汽贸未来将在新能源汽车、新能源充电桩、汽车海外仓和汽车组装线等产业区块链进行业务扩展，以保证壹路汽贸的领域地位和企业竞争力。

With the needs of social development , especially under the current development trend of new energy and carbon neutrality, Oneroad Auto Trade will conduct business operations in industrial block chains such as new energy vehicles, new energy charging piles, automobile overseas warehouses and automobile assembly lines in the future, in order to ensure the field status and enterprise competitiveness of Oneroad Auto Trading.

汽车经销与海外仓

Automobile Distribution & Oversea warehouse



经营汽车品牌包括

Operating Car Brands Include

HAVAL



汽车经销与海外仓

Automobile Distribution & Oversea Warehouse



发展汽车海外仓，不仅符合壹路战略发展目标，还与中国世界产业布局发展相匹配。汽车海外仓的投产和运营，将助力“中国造”进一步走向世界，推动中国汽车产业国际运营网络形成，给阿联酋汽车产业布置新的格局，帮助阿联酋实现汽车产业的又一层次的飞跃。

壹路还将以阿联酋为中心向更多海外国际市场务实汽车海外仓的扩建，这将带动世界产业齐头并进，进一步给阿联酋等国家带去不同产业区块链的扩展动力，和活跃阿联酋等国家社会经济市场。

The development of overseas automobile warehouses is not only in line with the strategic development goals of Oneroad, but also in line with the development of China's global industrial layout. The commissioning and operation of overseas automobile warehouses will help "Made in China" to go global, promote the formation of an international operation network for China's automobile industry, set up a new pattern for the UAE's automobile industry, and help the UAE achieve another leap in the automobile industry.

Oneroad will also expand its overseas warehouses in more overseas international markets with the UAE as the center, which will drive the world's industries to go hand in hand, further bring the UAE and other countries the power to expand the blockchain of different industries, and activate the UAE and other national social and economic markets.



汽车经销与海外仓

Automobile Distribution & oversea warehouse

目前，壹路汽贸市场主要分布在：

So far, Oneroad Automotive market main existing:

- 阿联酋（代理与经销海外仓，汽车工业园）
UAE (agency and distribution Auto oversea warehouse, Automobile industrial Park)
- 伊拉克
Iraq
- 阿曼
Oman
- 土耳其
Turkey
- 埃及
Egypt
- 塞尔维亚
Serbia
- 埃塞俄比亚
Ethiopia
- 柬埔寨（代理与经销）
Cambodia (agency and distribution)
- 缅甸
Myanmar



随着壹路汽车海外仓的建设与发展，壹路汽贸的业务将随之扩大到中东、非洲、欧洲等各大区域。

With the construction and development of the Oneroad overseas warehouse, the business of Oneroad Automobile Trading will expand to the Middle East, Africa, Europe and other major regions.

汽车租赁

Auto Leasing



壹加壹租车公司目前是阿联酋最大的华人租车公司之一，先后在迪拜、阿布扎比、沙迦、阿治曼等其他酋长国设立分公司，以满足阿联酋市场客户对租车的需求。

One By One Car Rental Company is currently one of the largest Chinese car rental companies in the UAE. It has successively established branches in Dubai, Abu Dhabi, Sharjah, Ajman and other emirates, so as to meet the needs of customers in the UAE market for car rental.

在初期，壹加壹租车公司定位于对壹路集团汽车业务的延展和汽车市场份额的占领策略，而后经过实践，壹加壹已然成为汽车租赁市场的新星，提供租车、租车+司机、租车+司机兼导游+翻译等便捷服务。目前，壹加壹车队数量超500台，预计2025年车队数量将达到5000台，致力于打造成为一支与国际租赁公司相媲美的新生力量。

In the early days, One By One Car Rental Co., Ltd. was positioned to expand the car business of Oneroad Group and occupy the car market share. After practice, One Plus One has become a new star in the car rental market, providing car rental, car rental + driver, car rental + driver and tour guide + translator and other convenient services. At present, the number of One plus One fleet exceeds 500 units, and it is expected that the number of fleet will reach 5,000 units in 2025, committed to building itself into a new force comparable to international leasing companies.

汽车租赁

Auto Leasing

在此基础上，壹加壹租车公司将赋予现有车队分时租赁和共享租车功能，努力将汽车租赁业务做到最优、最前沿，并增加额外赢利点，以发展成为包括阿联酋在内的其他国家的重要贵宾团、商务人士、中方代表团和游客最信任的出行提供商为目标。

On this basis, One By One Car Rental will endow the existing fleet with time-sharing leasing and shared car rental functions, strive to make the car rental business optimal and cutting-edge, and add additional profit points, with the aim to develop into the most trusted travel provider for important VIP groups, business people, Chinese delegations and tourists in other countries including the UAE.

立足当下，放眼未来！壹加壹租车公司已开始布局中东北非业务，其沿线国家包括：阿曼、土耳其、埃及、沙特卡塔尔、摩洛哥等，在所涉及国家和地区发展和形成网络互联效应，以打造专属壹路品牌的汽车租赁业务圈。

Based on the present, look to the future! One By One car rental has begun to deploy business in the Middle East and North Africa, Its countries along the line include: Oman, Turkey, Egypt, Saudi Arabia, Qatar, Morocco, etc., and will develop and form network interconnection effects in the countries and regions involved ,so as to create exclusive Oneroad brand car leasing business circle.





国际旅游

International Tourism

壹路旅游，是壹路集团旗下正在计划建设中的国际旅游公司，制定丰富的产品线，全面覆盖出境游、境内游、定制旅游、签证、差旅服务、商务旅游等多样化的产品体系，为用户提供旅游产品的预定、定制、售后及周边服务。

Oneroad Travel is an international travel company under planning and construction under Oneroad Group, developing a rich product line that fully covers a diversified product system such as outbound travel, domestic travel, customized travel, visa, business travel services and business travel, providing users with reservation, customization, after-sales and peripheral services of tourism products.

作为一家专业性的国际旅游企业，壹路旅游将采用国际成熟旅游市场的先进理念，借力强大的集团背景优势，充分发挥海外优势，以中国、阿联酋和柬埔寨为起点和以全球化、专业化、定制化的行程服务为特色，不断向欧洲、美洲、亚洲、非洲等多个地区扩展旅游业务，为全球客户提供日趋完善的旅游服务。

As a professional international tourism enterprise, Oneroad Travel will adopt the advanced concepts of the international mature tourism market, leverage the strong group background advantages, give full play to overseas advantages, take China, the United Arab Emirates and Cambodia as the starting point, feature the itinerary service with globalization, specialization and customization, and continuously expand tourism business to Europe, America, Asia, Africa and other regions, to provide increasingly perfect tourism services for global customers.

国际旅游

International Tourism



在未来规划上，壹路国际旅游将以提升客户体验为核心，强化提升内部服务品质，深度向外扩张行程范围，打造具有高性价比的壹路国际旅游品牌。

In future planning, Oneroad International Travel will focus on improving customer experience, strengthen and improve the quality of internal services, and expand the scope of itinerary outwards in depth, so as to create a cost-effective Oneroad international tourism brand.

要客安保出行

Convoy Fleet Service



依据集团公司的总体发展战略和“一带一路”沿线国家安全经济、安全发展需要，拓展要客安保礼宾车队，服务于驻在国的外交、政府、经销代表机构、企事业团体及个人等客户群体，着力提供优质安保礼宾服务，树立良好企业形象、塑造品牌效应链条。

According to the overall development strategy of the group company and the secure economy and secure development needs of the countries along the “Belt and Road”, expand the VIP security concierge fleet, serve the diplomatic in the host country, governments, distribution representative offices, enterprise institutions and individuals and other customer groups, dedicate ourselves to providing high-quality security concierge services, establish a good corporate image, and build a chain of brand effects.

在中高安全风险等级的驻在国、地区、海域、或国家海外重大投资、战略性资产项目的方向上，组建有绝对实力的要客安保护卫车队（含海上护卫队），以保护驻外代表机构职能行使、企事业团体资产、侨民人身财产安全和维护国家海外战略利益。

From the view of the host country, region, sea area, or the national major overseas investment and strategic asset projects with medium and high security risk levels, set up a strong VIP security guard teams (including maritime guard teams) with absolute strength, in order to protect the position and authority implementation of representative offices abroad, the assets of enterprises and institutions, the personal and property safety of overseas Chinese, and to safeguard the country's overseas strategic interests.

防务与安全

Defence and Security

为应对新的国际安全环境挑战、把握新的全球防务需求。壹路在阿联酋成立了高科技军民(军警)两用装备公司。公司立足中东、遍布全球，是国际安全和防务领域的新锐企业。

To meet the challenge of the new international security environment and to grasp the evolving global defence needs, Oneroad established a high-tech military-civilian (military-police) dual-use equipment enterprise in the United Arab Emirates. An emerging group enterprise in the field of international security and defence with its base in the Middle East and globally distributed.

公司创始团队长年经营国际国际贸易，长期跟进研发、生产销售、改进升级安全和防务装备，在相关领域耕耘数十年，并对其中优质企业进行战略投资。

Seasoned in relevant fields, the founding team of the company has been engaged in international trade and project investment for decades, with detailed attention to research and development, production and sales, defence equipment improving and upgrading, and had made strategic investment in such high-quality enterprises.

公司创始团队联合全球众多安全和防务装备研发、生产和贸易伙伴，组建以“侦察感知、技术反制、智能防护”为核心的全体系的防务技术装备企业集团。公司总部位于阿联酋，并将在土耳其、埃及、马来西亚等地设有贸易代表处和组装厂。

To meet the challenge of the new international security environment and to grasp the evolving global defence needs, the founding team, together with many partners of security and defence equipment R&D, production and trade around the world, formed a whole systemic defence technology equipment group enterprise with the core of "reconnaissance perception, technology countermeasures, and intelligent protection". The company is headquartered in Abu Dhabi, UAE, and its R&D center is in UAE, will with Trade Representative Offices or Assembly Plants in Türkiye, Egypt, Malaysia and other countries.



防务与安全

Defence and Security

业务领域

Business scopes

公司专注从事"无人机/反无人机技术装备体系"、"远程 遥控机器设备"、"光电侦察监控装备体系"、"单兵防 护装备体系"以及军用食品等系列产品的研发、生产与销售，特别是能在相关领域提供系统解决方案。

The company focuses on the R&D, production and sales of "UAV/anti-UAV technical equipment system", "remote control machine equipment", "photoelectric reconnaissance and monitoring equipment system", "individual protection equipment system", military rations and other series of products ,with specialties in providing systematic solutions in related fields.

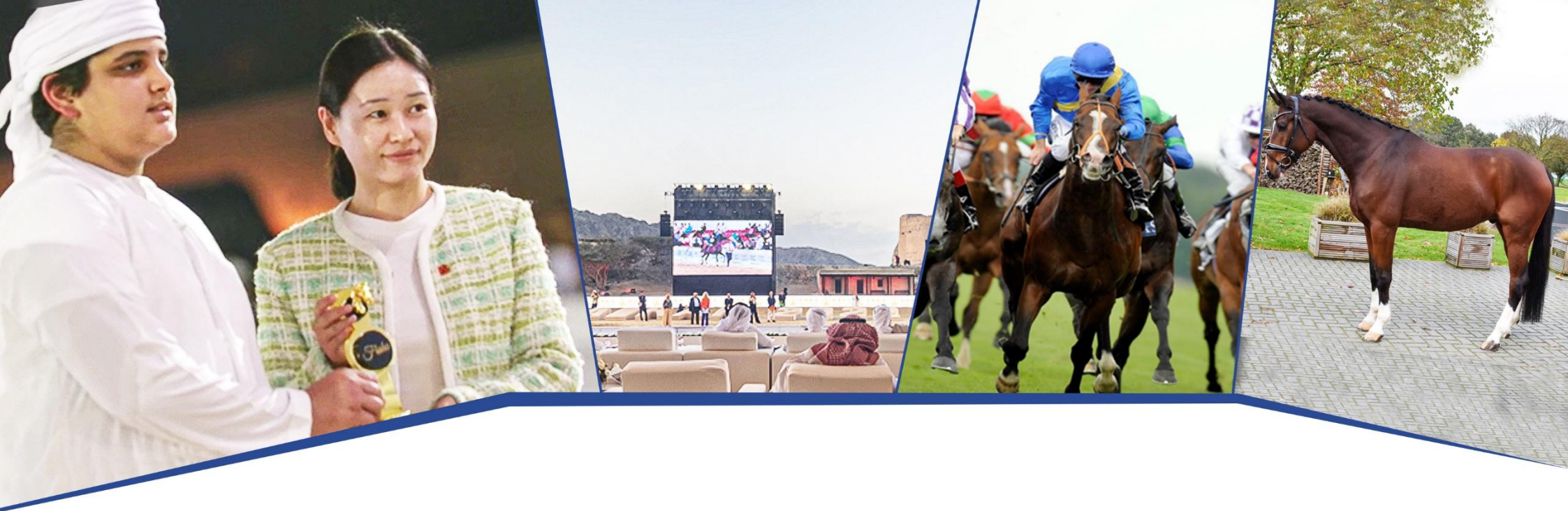
发展理念

Development philosophy

公司秉承"国际化"、"专业化"、"一体化"发展理念。技术、商务、管理团队来自多个国家。通过国际化团队，汇集全球防务需求，跟踪国际安全理念，探索前沿安防技术，解决现实安全和防务问题。

The company adheres to the development philosophy of "internationalization", "specialization" and "integration", and attracted technical, commercial and management talents from many countries. With its international team, the company is going to gather global defence needs, track international security concepts, explore cutting-edge security technologies, and solve practical security and defence issues.





赛马国际管理公司

Racing Horse Stable International Management

伯爵赛马国际管理公司是一家全球特许纯种赛马管理公司，拥有丰富的行业经验和强大的管理团队，与赛马行业保持紧密良好关系。

Burjae Racing International Management Company, a global thoroughbred racehorse management company, owns a variety of industrie experience and a strong and powerful management team, Maintain a close and good relationship with the horse racing industry.

伯爵赛马国际管理公司主要从事赛马管理、培育、赛马场管理与运营、赛马活动管理等。公司自有赛马、阿拉伯马等不同活动类型马匹，为马匹爱好者提供不同类型选择。目前，柬埔寨壹路赛马场正在筹备过程中。

Burjae Racing International Management Co., Ltd. is mainly engaged in horse racing management, breeding, racecourse management and operation, and horse racing event management. The company has its own horses for different types of activities, such as racing horses and Arabian horses, to provide different types of choices for horse lovers. At present, the Cambodia Oneroad Racecourse project is in the process of preparation.



项目投资 Project Investment

壹路集团是一家综合大型企业，自设立以来参与投资了包括东欧、中东、北非、东非、西非、中亚多个地区在内的多个高端项目，其中以阿联酋、柬埔寨投资项目居多。

Oneroad Group is a comprehensive large-scale enterprise. Since its establishment, it has participated in and invested in many high-end projects including Eastern Europe, the Middle East, North Africa, East Africa, West Africa, and Central Asia, among which the United Arab Emirates and Cambodia are the majority of investment projects.

在激烈的市场浪潮中，壹路投资控股始终精准洞察时代变革，顺应时代发展，坚持“金融创新+产业驱动”双效运转的商业模式，不断完善发展战略，积极构建和推动核心产业的规模化发展，并致力为不同领域的合作伙伴提供灵活的服务。

In the fierce market wave, Oneroad Investment Holdings has always accurately observed the changes of the times, conformed to the development of the times, adhered to the business model of “financial innovation + industry-driven” double-effect operation, continuously improved its development strategies, and actively built and promoted the scale development of core industries, and is committed to providing flexible services to partners in different fields.

项目投资

Project Investment

迄今为止，壹路集团始终保持攻势，以开拓创新精神和能动性优势继续开发潜在投资项目：

1. 深水码头+炼化，坐标：柬埔寨；
2. 高端赛马场项目，坐标：柬埔寨；
3. 汽车海外仓，坐标：中东（阿联酋等）、北非、东欧；
4. 新能源汽车充电桩，坐标：柬埔寨、阿联酋；
5. 要客安保车队，坐标：柬埔寨、中东、北非、西非、中亚。

So far, Oneroad Group has been on the offensive, continuing to develop potential investment projects with its pioneering and innovative spirit and dynamic advantages:

1. Deepwater wharf + refinery, coordinate: Cambodia;
2. High-end racetrack project, coordinate: Cambodia;
3. Automobile overseas warehouse, coordinates: Middle East (United Arab Emirates, etc.), North Africa, Eastern Europe;
4. New energy vehicle charging pile, coordinates: Cambodia, United Arab Emirates;
5. VIP security team, coordinates: Cambodia, Middle East, North Africa, West Africa, Middle Asia.



2023



社会责任

Social Responsibility

服务客户

Customer Service

壹路集团以高度的社会责任感在服务客户、关爱员工、保护环境等社会领域践行着对社会的承诺！

With a high sense of social responsibility, Oneroad Group is fulfilling its commitment to the society in social fields such as serving customers, caring for employees, and protecting the environment!



壹路集团坚持“以客户为中心”的经营理念，在油气化工、汽车服务、要客安保、国际旅游、项目投资等多个领域，向客户提供优质的产品与服务。壹路集团充分利用与发挥企业的主观能动性，积极探索跨行业、跨领域的创新合作，为客户提供更具有价值的产品与服务。壹路集团将一切工作以客户的品牌体验感为首，为客户提供高级附加值的综合产品。

Oneroad Group adheres to the “customer-centric” business philosophy, and provides customers with high-quality products and services in various fields such as oil and gas chemicals, automobile services, security for VIP customers, international tourism, and project investment. Oneroad Group makes full use of and exerts the subjective initiative of the enterprise, actively explores cross-industry and cross-field innovative cooperation, and provides customers with more valuable products and services. Oneroad Group focuses on the customer's brand experience in all its work, and provides customers with comprehensive products with advanced added value.

社会责任

Social Responsibility

关爱员工

Staff Care

壹路集团旗下各企业积极为社会提供就业岗位，积极遵守当地颁布的《劳工法》中的各项相关规定，保障员工利益；坚持公平、公正的原则，根据岗位任职标准雇佣员工，并在岗位聘任期间，提供入职培训、薪酬福利、职务晋升等多项公平发展权益。

All the companies under the Oneroad Group actively provide jobs for the society, and actively abide by the various relevant provisions of the "Labor Law" promulgated locally, and protect the interests of employees; adhere to the principles of fairness and justice, hire employees according to the position standards, and during the employment period, a number of fair development rights and benefits such as induction training, remuneration and benefits, and job promotion are provided.

员工凝聚力，是企业发展的动力。壹路集团重视凝聚力的培养，鼓励员工不断提升专业技能，让整个团队的专业发展齐头并进，打造与磨练出一支具有向心性的团队。同时，也注重提升员工的生活品质，并鼓励员工在工作之余，多进行语言及个人爱好的发展，勉励员工发展成为全方位的综合型人才。

Employee cohesion is the driving force for enterprise development. Oneroad Group attaches great importance to the cultivation of cohesion, encourages employees to continuously improve their professional skills, allows the professional development of the entire team to go hand in hand, and builds and hones a cohesive team. At the same time, it also pays attention to improving the quality of life of employees, and encourages employees to develop language and personal hobbies in their spare time, encouraging them to develop into all-round comprehensive talents.

壹路集团还致力于为员工创建轻松舒适的办公氛围、搭建健康安全的工作环境、开展利于身心发展的团队建设活动，从而构建美好的企业大家庭。

Oneroad Group is also committed to creating a relaxed and comfortable office atmosphere, building a healthy and safe working environment, and carrying out team building activities that are conducive to physical and mental development for employees, so as to build a beautiful corporate family.



社会责任

Social Responsibility

壹路慈善基金会

Oneroad Charitable foundation established

壹路慈善基金会始终秉持不以国家为界限，不以种族来划分。积极推动公益慈善事业，致力于成为阿联酋最优秀的中资企业基金会，为社会建造可持续社会价值。

Oneroad Charity Foundation has always adhered to the principle of not dividing by country or race. Actively promote public welfare and charity, and strive to become the most outstanding Chinese-funded enterprise foundation in the UAE, and create sustainable social value for the society.

◆ 壹路慈善基金会持续为柬埔寨不同乡村学校捐赠学习物资，用实际行动助力当地教育事业。用自己微薄的力量，共育人才，共襄发展。

Oneroad Charity Foundation will continue to donate learning materials to different rural schools in Cambodia, and use practical actions to help the development of local education. Use our meager strength to dedicate love. Cultivate talents and develop together.





社会责任

Social Responsibility

壹路慈善基金会

Oneroad Charitable Foundation Established

- ◆ **壹路基金会爱心饮用水井计划实施。** 将覆盖柬埔寨各大农村、学校和其他贫困地区，一期预计三年内完成500口水井，受益人次数百万，壹路基金会爱心水井计划改善柬埔寨农村、学校学生等饮水环境，促进饮水安全发展。

Oneroad charity drinking water well project plan will cover major rural areas, schools and other impoverished areas in Cambodia, In the first phase, 500 wells are expected to be completed within three years, and the number of beneficiaries is one million. The Love Well Project of the Oneroad Foundation will improve the drinking water environment in Cambodian villages, school students, etc., and promote the development of drinking water safety.

社会责任

Social Responsibility

壹路慈善基金会

Oneroad Charitable Foundation Established

◆ **壹路慈善基金会积极参与自然灾害、不可抗力灾难受众进行援助捐赠。**

Oneroad Charity Foundation actively participated in the donation assistance activities to those parties who suffered from natural disasters and force majeure.

壹路慈善基金会为社会贡献自身仅有的力量正在持续中...

One Road Charity Foundation is continuing to contribute its own strength to the society...



壹路同行 未来可期

Be with Oneroad Bright Future



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