

Introduction

This document introduces the Guangzhou Nansha District Cross-border Credit Promotion Association and the “No Violation” Green Certification (Standard No. WQ-179), a regional initiative to standardize cross-border credit identification and promote mutual recognition of credit information across Guangdong, Hong Kong, and Macao.

I. Guangzhou Nansha District Cross-border Credit Promotion Association

The Guangzhou Nansha District Cross-border Credit Promotion Association (the Association) is a non-profit, joint social organization focused on cross-border trade, investment, and financing services. The Association was initiated by Guangzhou Financial Holdings Credit Service Co., Ltd., a state-owned enterprise under the Guangzhou Municipal Government, together with other institutions, and operates under the supervision of the Nansha District Development and Reform Bureau.

The Association participates in the national cross-border credit service alliance led by the China Credit Promotion Association (CCPRA). This alliance integrates domestic and international data providers, credit service agencies, and financial institutions to deliver global credit investigations and advisory services for enterprises engaged in cross-border activities. Its work supports enterprises in identifying, preventing, and mitigating cross-border credit risks and contributes to the coordinated development of domestic and international economic circulation.

The Guangdong-Hong Kong-Macao Cross-border Credit Service Alliance (the Alliance) is supported by relevant provincial and municipal authorities, promoted by the Nansha District Development and Reform Bureau, and implemented by the Association in partnership with prominent domestic and international credit service institutions. The Alliance’s governance structure comprises a General Assembly, a Rotating Chairperson, a Secretariat, and Working Groups, with the option to establish specialized branches as needed. Guided by the principles of legal compliance, voluntary participation, resource sharing, mutual benefit, and industry self-regulation, the Alliance seeks to optimize credit services through information sharing and third-party credit identification, strengthen institutional capabilities, and foster product innovation across the Guangdong-Hong Kong-Macao region.

II. Standards for Identifying Violation Information and the No Violation Green Certification

Credit information is a critical component of commercial transactions and service coordination, underpinning risk monitoring in cross-border trade, lending, and public services. Differences in legal frameworks, institutional arrangements, language, and credit assessment methodologies across jurisdictions create significant obstacles for cross-border credit identification. Existing credit reports often vary in assessment dimensions and presentation, making it difficult to verify compliance for overseas entities and hindering mutual recognition of credit products among Guangdong, Hong Kong, and Macao. These barriers impede efficient cross-border finance, trade, talent mobility, and research collaboration.

To address these challenges, the Alliance, led by the Nansha District Development and Reform Bureau and organized by the Association, has developed the Guangdong-Hong Kong-Macao Enterprise Violation Information Identification Standard, which has been submitted for inclusion in the Greater Bay Area Standards catalogue as Standard No. WQ-179. The standard is designed to harmonize the application of credit service products across the three regions and to establish the “No Violation” Green Certification (the mark).

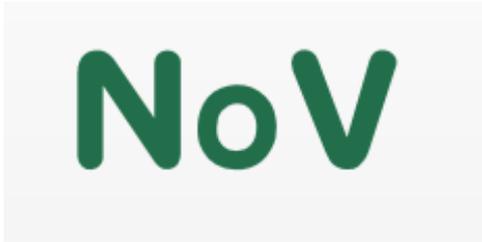
The system employs a streamlined, scientifically grounded set of evaluation indicators to overcome limitations in cross-border public information access and to establish a collaborative benchmark for credit mutual recognition. Its core values are:

1. **Standardized mutual recognition mechanism** — Create unified assessment criteria and supporting evaluation procedures for the Greater Bay Area, forming a dynamic, iterative framework for credit information sharing.
2. **Process innovation** — Replace traditional cross-border transfer of credit reports with identification and authentication processes to reduce legal and technical barriers and improve data interoperability.
3. **Scenario empowerment** — Maintain an identification management system that progressively establishes a reliable credit verification channel for cross-border financial credit, commercial contract performance, and public service qualification verification.

Incorporation of this certification system into the Greater Bay Area Standards development sequence marks a significant step toward a standardized cross-border credit infrastructure and provides institutional support for regional credit interoperability and mutual recognition.

III. Logo Specification

- Design elements: The logo combines the English word No with a capital V (representing “Violations”), symbolizing No Violations.
- Color: Medium sapphire green with a 3:50 dark tint.
- Typography: Rounded font.
- Size: Font size set at 60 for the primary mark.

Figure 1: Logo Style	Figure 2: Example of logo application
	

V. Invitation to Join the Working Committee

The Association invites members, partners, and relevant stakeholders to participate in the Working Committee responsible for finalizing and implementing the Standard No. WQ-179 and the “No Violation” Green Certification, including the associated Cross-Border Trustmark. Participation will be organized as a co-joint initiative with the Guangdong-Hong Kong-Macao Cross-border Credit Service Alliance and the World Trustmark and Trade Alliance (WTA).

Working Committee responsibilities

- Review and provide technical and policy input on the identification standard, evaluation indicators, and trustmark governance.
- Participate in pilot projects and validation exercises to test identification and authentication processes.
- Advise on legal, technical, and operational measures to ensure cross-jurisdictional interoperability.
- Recommend adoption pathways and industry implementation strategies.

Expected commitment

- Quarterly plenary meetings and periodic working sessions (virtual or in-person) during drafting and pilot phases.
- Ad hoc consultations for specialized topics and pilot case reviews.

Benefits of participation

- **Influence:** Shape the regional benchmark for cross-border credit verification.
Ad hoc consultations for specialized topics and pilot case reviews.
- **Early access:** Receive draft standards, pilot findings, and priority briefings.
- **Credibility:** Associate with a recognized Greater Bay Area standard and the Cross-Border Trustmark.
- **Operational gains:** Streamline due diligence, reduce compliance costs, and accelerate cross-border transactions.
- **Commercial opportunities:** Priority access to pilots, co-branding, and inclusion in outreach and promotional activities.
- **Collaboration:** Engage with government agencies, leading credit institutions, financial partners, and WTA members.

How to join

Organizations interested in joining the Working Committee should confirm participation by **[insert reply deadline]**. Please provide the name and title of your proposed representative and a brief summary of the expertise they will contribute.

Contact

Project Lead: World Trustmark and Trade Alliance

Email: info@worldtrustmark.org

We welcome your engagement in this regional initiative to build a trusted, interoperable cross-border credit verification framework that advances trade, finance, and cooperation across the Greater Bay Area.