

God tier Farm 1971

Chapter 1971 A gathering of heroes (2)

Bastian quickly came forward and said, "Hello, President Xia! I'm very honored that you still remember my name!"

"You're here to attend the auction, right?" Xia ruofei asked.

"Of course! The peach blossom company's auction is a grand event in the food industry. We definitely don't want to miss it!" Bastian said, "I'm here to represent corner restaurant's France headquarters to attend the auction. I hope to get one or two pieces of high – Quality truffles!"

In fact, Bastian had been working in the purchasing department of the France headquarters before he was sent to China as a Branch Manager. However, his position was not particularly high. He had also attended the last Hong Kong auction, and he had come with the purchasing manager.

That time, he had met Xia ruofei at the Western restaurant around the corner. After hearing that the Paradise Corporation was going to auction off another batch of truffles, Bastian tried to report to the company headquarters about his interaction with Xia ruofei.

He didn't expect the France headquarters to take it so seriously.

After some discussion, the purchasing department decided to let Bastian represent the Western restaurant chain in Hong Kong to participate in the auction.

To put it bluntly, even though corner restaurant had many chain restaurants, they were still not as powerful as Michelin – starred restaurants and global food and beverage groups.

He had been lucky enough to get a truffle at the last auction in Hong Kong.

The publicity for this auction was even more intense, and the items up for auction were also more abundant. As a result, it attracted more big shots in the food and beverage industry and world – Class rich people to attend.

The France headquarters of corner Western restaurant chain evaluated that the chances of making a profit at this auction were not high. In addition, the purchasing manager happened to have to fly to the United States to negotiate a purchase contract, so there was a conflict of time.

Therefore, the headquarters decided to give it a try. They simply let Bastian represent the Western restaurant chain around corner to participate in this auction. It would be a pity not to participate in the auction for a provincial capital in the food and beverage industry like Yingying, and it was very likely that he would get nothing if he participated. Thus, Bastian got this opportunity.

Bastian was also very decisive and directly brought Cheng Xiaoxiao along.

The reason why he brought Cheng Xiaoxiao along was naturally to build a relationship with Xia ruofei. Cheng Xiaoxiao was Xia ruofei's super fan, so she could invisibly pull the relationship between the two sides closer.

Bastian knew that this opportunity was very important to him. If he could achieve something at this auction, his future in the company would be broad. He estimated that he would be promoted and transferred back to the headquarters after staying in China for a year or two.

Although the food in China made him want to go back, and the life in China was very pleasant, he still missed the days in France. He always wanted to go back as soon as possible.

"Then I wish you all good luck!" Xia ruofei said with a smile.

Seeing that Xia ruofei was about to end the conversation, Bastian mustered up his courage and asked, "President Xia, may I ask ... Do you have more truffles? Can you sell a portion of it to our Western restaurant chain after the auction?"

Bastian's words were actually a little presumptuous.

However, he knew that if he missed this opportunity, he might not have another chance to talk to Xia ruofei until the auction ended. So, he gritted his teeth and asked.

Xia ruofei had already decided to sell the rest of the truffles to the black family. Just as he was about to decline, he saw Cheng Xiaoxiao looking at him with anticipation. He couldn't help but soften a little.

Before they left, Bastian had told Cheng Xiaoxiao that if she could help him get closer to Xia ruofei and gain something from this auction, he would be able to get a promotion and a raise when he returned.

Even though Cheng Xiaoxiao really wanted a promotion and a raise, she didn't ask Xia ruofei for help.

In her eyes, Xia ruofei was the perfect idol. If her idol was not willing, she would not ask for help.

Xia ruofei said to himself, "forget it, I'll give the fans face!" It doesn't matter who I sell it to, and I didn't promise old Blake that I'd empty the inventory for them ...

He did not sign a written agreement with old Blake. The verbal agreement was no less than 50 kilograms. The truffles that Xia ruofei had left behind added up to at least 70 to 80 kilograms. It would not affect him if he sold a portion of them to the Western restaurant.

Thinking of this, Xia ruofei said indifferently, "Mr. Bastian, you should focus on the auction first! Who knows, we might even be able to bid for the truffles that you guys like!"

Xia ruofei was being tactful. Actually, Bastian liked all the truffles that were put up for auction. Wasn't the key still money? The corner Western restaurant chain's financial strength was incomparable to those big corporations and rich people. In an environment like an auction, the more money one had, the more boastful one's voice would be. At most, they would only be picking up scraps, and there was a lot of uncertainty.

Just as Bastian was feeling very disappointed, Xia ruofei changed the topic. "If you really can't get anything from the auction, I can consider selling you some truffles!"

Bastian had a feeling that there was a ray of hope at the end of the tunnel, and he said delightedly, "That's great! President Xia! Thank you! Thank you very much!"

Xia ruofei said, "you're welcome. Xiaoxiao is my fan. I'll still give her face." However, don't get your hopes up. The remaining truffles are of high quality, but there isn't much left. "

"That's good!" Bastian quickly said, "thank you, President Xia!"

On the side, Cheng Xiaoxiao was so happy that her eyes were filled with tears. Where could she find an idol who was so considerate of his fans?

"Thank you, director Xia!" Cheng Xiaoxiao said, choking with emotion.

Xia ruofei waved his hand and said, "I don't think so." You guys go in quickly! Remember to return the auction deposit to the staff to exchange for a pass!"

After Cheng Xiaoxiao and Bastian walked into the venue, someone immediately came over to greet her. In fact, the other party had already arrived, but Xia ruofei had been talking to Bastian and Cheng Xiaoxiao, so he had been waiting at the side.

After Bastian and Cheng Xiaoxiao left, the big – nosed, yellow – haired Westerner came forward and said in English, ""Hello, Mr. Xia! I'm James, the president of the Huaxia region of the United States 'shengbang Corporation! Mr. Tang He, the chairman of our group, asked me to say hello to you on his behalf!"

"So it's Mr. James, nice to meet you!" Xia ruofei smiled and asked, "how's Mr. Tang?"

"The chairman is very good, but he just happened to have an important business discussion that conflicted with the time of the auction, so he sent me to represent him!" James said, "for this, the chairman also specially asked me to express my apologies to you!"

"No need, no need! You're already giving me face by sending people here!" Xia ruofei said, "Mr. James, please send my regards to Mr. Tang!"

"Alright, I'll definitely pass on the message!" James said, "director Xia, I'll go in first then. I won't disturb you!"

"Alright, I wish you good luck at the auction!" Xia ruofei said with a smile.

"Thank you for your well wishes, President Xia!" James said politely and nodded at MA Xiong, who was standing beside Xia ruofei. Then, he walked into conference hall No. 1.

"You're really popular, ruofei!" MA Xiong laughed. President Tang of shengbang Corporation actually values you so much!"

Xia ruofei smiled and said, "Mr. Tang and I are considered friends despite our age!" We also have a farm project in Australia. "

"I've heard of it. It's Paradise Farm!" MA Xiong said, "it's said that the farm's development momentum is very good. It was originally just a casual investment by Mr. Tang, but I didn't expect it to succeed so quickly! This is all because of your great ability!"

“Grandpa MA, don’t flatter me to the point of killing me. What kind of ability do I have?” Xia ruofei smiled and said, “the specific things are done by the people under me. Actually, I’m the most relaxed one in the company!”

While the two of them were chatting in a low voice, another person came down to the entrance of conference hall No. 1, surrounded by his entourage.

Chapter 1972 A good start (1)

MA Xiong took a look and said with a smile, “It’s United States. Li from the Kyushu group!”

The auction had attracted a lot of rich people, but Li Yifu was definitely one of the important guests. Among all the rich people present today, there were only a few who were richer than Li Yifu.

Even Tang He, who was a rich man, sent his subordinates to attend the event. Li Yifu was the only one who attended the event in person.

MA Xiong wanted to take a few steps forward to welcome him, but when he saw that Xia ruofei was standing still and had no intention of going over to welcome him, he thought for a while and decided not to.

Li Yifu obviously saw Xia ruofei and MA Xiong as well because he had obviously quickened his pace. The few retinues were not prepared for this and he even managed to put a distance between them.

“President Xia, Mr. MA!” Li Yifu greeted him from afar.

“Welcome to Hong Kong, Mr. Li!” “Thank you for your hard work!” MA Xiong said with a smile.

“Good, good!” Li Yifu replied absent – minded.

Xia ruofei looked at Li Yifu indifferently and then said to MA Xiong, “Grandpa MA, you should go to the venue and greet your friends first! I have something to discuss with Mr. Li.”

MA Xiong was stunned for a moment before he replied, “Alright, alright! Then you guys take your time to chat! Mr. Li, I’ll be leaving now ...”

Li Yifu smiled and nodded.

After MA Xiong left, Li Yifu shot a look at his subordinates, asking them to move away. Then, he followed Xia ruofei to the side.

Since there were no outsiders around, Li Yifu immediately said in a low voice with a respectful expression, “Senior granduncle!”

“Why are you here again?” Xia ruofei said, “can’t you just stay in America?”

“This ... Martial granduncle’s company is holding an auction, so this disciple naturally has to come and support!” Li Yifu said.

Xia ruofei said unhappily, “I think you’re having an easier time as the chairman than I am!” Was a Financial Group worth tens of billions of dollars really that easy to manage? Flying all over the world all day without having to take care of anything?”

“Senior granduncle,” Li Yifu said awkwardly, “I rarely get involved in the company’s Affairs anymore. It’s all handled by the younger generation of the family.”

Then, Li Yifu quickly explained, “Senior granduncle, I’ve been bestowed with spiritual crystals and treasures by you. I’ve made rapid progress in my cultivation in the past few days, but at the same time, I’m confused about many things. I hope that I can take advantage of this opportunity to get some advice from you, Grand granduncle.”

After all, Li Yifu did not cultivate the complete Guiyuan Scripture. The cultivation method named Guiyuan Scripture was actually an incomplete version of it. As the cultivation method was incomplete, he would naturally encounter various problems and confusion when he cultivated it.

After Xia ruofei gave him a spiritual crystal, it was as if the hardware for cultivation had improved a lot. However, the software for cultivation techniques was still lacking. Therefore, the faster the cultivation speed, the more confusion he would have.

Xia ruofei nodded and said, “we’ll see!” If I have enough time, I can answer a few of your questions!”

“Thank you, grand uncle – Master!” Li Yifu was overjoyed and quickly said.

His voice was a little loud due to his excitement. Xia ruofei quickly glared at him, then looked around and said, “Lower your voice!”

“Oh! Martial granduncle, this disciple understands!” Li Yifu said in a low voice.

“Also! “When you go in later, behave normally. Don’t be so respectful all the time ...” Xia ruofei said.

“I understand!” Li Yifu said.

“Right, during the auction, you’re not allowed to randomly increase the price!” Xia ruofei said, “I’m well aware of the auction price of these items. If you call out a price that is far higher than the actual value, then you can blame me for not being polite to you when I come down!”

“Oh ... I understand!” Li Yifu said, “don’t worry, senior granduncle. I will definitely remember your instructions!”

In fact, Li Yifu really wanted to do that. In his opinion, this was an auction where his grand uncle – Master was personally present. If the final price of the auction item was too low, wouldn’t it be a disgrace to his grand uncle – Master?

For Li Yifu, even if he bought all the items for auction at twice or thrice the price, that amount of money was only a drop in the bucket.

However, Xia ruofei had killed this thought in the bud. He could only behave himself during the auction.

“Alright, let’s not stay outside for too long. It’s almost time, let’s go in!” Xia ruofei said.

“Senior granduncle, please!” Li Yifu quickly said.

“I’m half a host, and you’re our guest today! He was a billionaire! Who do you think should go first?” Xia ruofei said in a low voice, “remember your identity!”

“Yes, yes, yes! Then this disciple will overstep his boundaries!” Li Yifu quickly said.

Xia ruofei finally showed a warm smile and raised his voice.””Mr. Li, this way please!”

Li Yifu and Xia ruofei walked into conference hall No. 1 one after the other. The spotlights immediately flashed to look at Li Yifu, who was a rich man. He would definitely be chased by the media if he came to attend the event.

Just the title of “a billionaire in Hong Kong attended an auction in Hong Kong” was enough to attract readers.

In this sense, Li Yifu’s original intention had been achieved. His presence alone had increased the topic of discussion at the auction.

Chapter 1973 A good start (2)

The rich people who had arrived earlier also greeted Li Yifu one after another. Xia ruofei, who was beside him, seemed to be ignored. This made him feel a little scared. Fortunately, he arrived at the arranged seat very quickly.

Li Yifu’s seat was naturally in the first row, and it was quite close to the center. MA Xiong was between his and Xia ruofei’s seats. This was the best seat in the auction today.

As the host, MA Xiong sat in the middle seat.

Feng Rao and the others were seated in the second row, right behind Xia ruofei. Everyone was really here to watch the fun today, leaving only Liu Qian backstage to coordinate.

Xia ruofei happened to see Liu Qian’s nervous face on the side of the stage. Their eyes met, and Xia ruofei even gave her an encouraging smile, which made Liu Qian feel more at ease.

While Xia ruofei was talking to MA Xiong and the others, he did not forget to look around. There was a hint of disappointment in his eyes.

He had been looking for Monica, but without a doubt, she didn’t come to Hong Kong.

In fact, when Xia ruofei was at the entrance, he had already seen everyone who was attending the auction. With his current memory, he would definitely not miss anyone.

Xia ruofei realized that Monica was not the only one who did not come. Even the Grasso family that she was from did not send anyone to attend.

This was an abnormal phenomenon. The Grao family had been in the truffle business for several generations, and their strength was almost the same as the black family. The Hengfeng auction house must have sent an invitation to the Grao family, but it was unknown why no one came to attend.

However, Xia ruofei could only keep his doubts and worries to himself for the time being because the auction was about to start.

After everyone was seated, they chatted for a while. The lights in the conference hall slowly dimmed.

Of course, they didn't turn off almost all the lights in the audience like they did in a performance, but they highlighted the stage more so that it would attract everyone's attention.

The video that warmed up the stage also stopped playing. The auctioneer, Lu zhongguang, who was dressed in a suit and leather shoes, strode up the stage with a warm smile on his face.

Lu zhongguang was the gold – medal auctioneer of Hengfeng auction house. He was the one who personally attended the auctions of the Paradise Corporation.

"Respected guests! Dear Media friends! Good morning, everyone! I'm lu zhongguang, the auctioneer today!" Lu zhongguang said in a warm voice, "welcome, everyone, to the Hengfeng auction house's exclusive product auction of paradise Corporation! The Paradise Corporation has prepared a large number of top – notch ingredients and medicinal herbs for this auction. I believe that everyone will return satisfied! Regarding the products of paradise Corporation, I believe those who have attended the previous two auctions should be very clear about it, so I don't need to repeat it. Let's directly learn about it through a short video!"

After Lu zhongguang finished speaking, the lights on the stage gradually dimmed, and the big screen behind him began to play a short film.

This short video was different from the promotional videos that were shown on TV stations, shopping malls, buses, subway stations, and other places before the auction. The introduction of the auction items was more detailed, and many close – up shots were even more beautiful. Although everyone had an exquisite auction manual in their hands, they were still quickly attracted to it.

The dubbing for the short film was done in Standard Mandarin, including Lu zhongguang's speech on the stage just now. His Mandarin was considered standard, unlike the strong accent of many Hong Kong and Japanese people.

Since guests came from all over the world today, a simultaneous interpretation system was also adopted in the venue. Each seat had a headset with two options: one in English and one in Cantonese.

This was because many Hong Kong guests could only speak Cantonese, and some people even had a hard time listening to Mandarin.

After the short video finished playing, Lu zhongguang returned to the stage.

The lights on the stage also gradually became brighter.

"Let's cut to the chase and get straight to the point!" Lu zhongguang said with a smile. I'm very honored to introduce today's first item!"

The hostess, who was wearing a cheongsam, walked up the stage with a tray. The tray was covered by a red silk cloth, so no one could see what it was. It maintained a certain sense of mystery.

Lu zhongguang stood beside the stage and said with a smile, ""The first item up for auction today is a piece of ginseng. After our expert appraisal, this is a wild old ginseng that grew in the Changbai Mountains. It's at least ... 400 years old!"

Lu zhongguang slightly raised his voice when he said the last sentence. In addition, a 400 – year – old ginseng was indeed extremely rare, so everyone's spirits could not help but rise.

Many precious medicinal herbs and food ingredients were actually gifts of nature. However, the entire earth had been in a state of over – Development in recent years. Take old mountain ginseng as an example, not to mention 400 years old, even 40 years old wild ginseng was very rare.

The older generation had a special interest in ginseng, and many rich people had ginseng in their homes. In the early years, when medicine was not developed enough, ginseng that was old enough was used as a life – extending medicinal herb.

After Lu zhongguang finished speaking, he untied the red silk cloth. Everyone stretched their necks and looked at the stage.

The cameraman on the stage also aimed his camera at the old ginseng. The big screen immediately projected the image of the camera, and everyone in the venue could see the old ginseng up close.

How could wild ginseng that grew in the spirit map space be bad? This ginseng was perfect in appearance.

The guests who knew the good stuff were all amazed, and the media reporters also took a lot of photos of the old ginseng. The atmosphere at the scene suddenly became a lot more lively.

In fact, the first item was very important, as it was related to whether the auction could get a good start.

Therefore, the first item to be auctioned couldn't be the item with the lowest value in the entire auction, but the best item couldn't be the first to appear either. Otherwise, it would be difficult to arouse everyone's enthusiasm later on.

Therefore, the selection of the opening auction item was also quite particular.

It was Liu Qian's idea to choose this old mountain ginseng. This lady was very concerned about the auction and was willing to use her brain to think. This made Xia ruofei very satisfied.

On the stage, Lu zhongguang said, "the starting price for this wild ginseng is one million Hong Kong dollars, and each bid must be at least 50000 Hong Kong dollars higher!" Anyone with a blue bidding card or above could participate in the bidding! Now, let the auction begin!"

1.1 million Hong Kong dollars!"

"1.15 million!"

"1.25 million!"

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As soon as Lu zhongguang's voice fell, the bidding began one after another. He needed to concentrate to see the situation clearly. At the same time, he had to repeat the price at the first moment, which was very tiring.

However, for an auctioneer, this was a basic skill. What was even more difficult was to stir up the atmosphere and create a tense and intense atmosphere.

Whether an auctioneer was worth anything or not actually depended on this quality.

Everyone's professional level might be similar, but a gold medal auctioneer like Lu zhongguang's salary was several times that of an ordinary auctioneer. In fact, it was because of his ability to control the scene.

However, Lu zhongguang was already used to Yingying's presence at the peach blossom company's auction. Basically, he didn't need to stir up everyone's emotions, nor did he need to use any skills, and everyone would take the initiative and enthusiastically start bidding.

This also made Lu zhongguang feel less accomplished.

Thump!

Following the sound of the hammer, the first item was successfully sold.

It was bought by the Hong Kong tycoon, Zheng nanian.

For this old ginseng, Nian Zhengjia paid a price of 1.75 million Hong Kong dollars.

Although spending two million to buy a ginseng was unimaginable to ordinary people, to a rich man like Zheng jianian, this small amount of money was nothing. To spend this small amount of money to buy something that could only be found by chance, it was very worth it.

Zheng nanian was one of the older tycoons in Hong Kong. The older a person was, the more afraid they would be of death. The older people were more traditional, and they believed in the saying that ginseng could extend one's life. That was why Zheng nanian did not hesitate to bid so much. In the end, he defeated his competitors in Beijing and got the old ginseng.

The auction was very tight. After the old ginseng was sold, the second item was immediately put on the table.

Lu zhongguang reached out and pulled the red cloth away. Suddenly, there was a burst of praise from the audience in various languages.

Chapter 1974 Breaking through 100 million (1)

It was a huge black truffle.

Although it didn't exceed the record set by the last auction, and it wasn't the more precious white truffle, it was rare to see a few pieces of black truffle this big in a year.

Truffles were a high – end ingredient, so the rich in Hong Kong, the sellers from all over the world, and the representatives of Michelin – starred restaurants were all very interested in it.

"The second item is a piece of black truffle! It weighed 1910 grams, and the starting price was 50000 US dollars! Each bid must be no less than 2000 dollars." Lu zhongguang said simply, "everyone can start bidding now! All guests with blue cards and above can still bid!"

The record – breaking Black truffle from the last auction weighed as much as 2.66 kilograms. In comparison, this truffle was still a little lighter. However, there was a little difference from the last auction. The truffle from paradise Corporation had already been tested by the market. The buyer who

bought the truffle last time had a lot of praise for paradise corporation's truffle. Everyone already knew that paradise corporation's truffle was not only big, but also of excellent quality.

Therefore, even though this black truffle was only the first to appear and its weight was not particularly outstanding, everyone's bidding enthusiasm was still very high.

After many rounds of bidding, the black truffle was finally sold for 160000 US dollars. It was bought by the head chef of a Michelin star restaurant from Italy, Jian Jia. The rich people were still biding their time, waiting for the better items to appear later.

Next, a dazzling array of items appeared on stage.

Liu Qian had also put in a lot of effort in choosing the order of the auction. Truffle, one – headed abalone, and the expensive old ginseng, which were the focus of everyone's attention, were basically not auctioned in succession. In the middle of the auction, Taoyuan Brand Da Hong Pao tea leaves, top – grade Cordyceps sinensis, iron – skinned fengdou, and so on would be auctioned.

As a result, the atmosphere of the auction was always very lively, and the buyers who were mainly targeting the relatively cheaper iron maples and tea leaves didn't feel bored. Every guest maintained a high level of concentration from beginning to end.

There was a large screen on the side of the venue, which was used to display the transaction amount of the auction. The amount displayed on the screen was all converted to US dollars according to the exchange rate of the day.

As the auction went on, the transaction amount was updated in real time. It jumped from tens of thousands to hundreds of thousands of dollars at the beginning to millions of dollars after the end of the auction.

Before they knew it, the auction was halfway through, and the transaction amount displayed on the screen had already exceeded 40 million USD.

To Xia ruofei, the cost of these items was almost negligible. In other words, the net profit of this auction had reached at least 30 million US dollars.

Of course, in Xia ruofei's heart, making money from this auction was secondary. His main purpose was to make the Paradise Corporation famous.

As it turned out, the effect was also very good.

Whether it was the buyers, the rich, or the media, they might be familiar with Xia ruofei, but they did not know much about paradise Corporation, a domestic company that had risen to fame in the past one or two years.

In particular, some of the media in Hong Kong still had a certain prejudice against the mainland. For a long time, Hong Kong's financial industry had been developed, and the living standard and economic income of Hong Kong people were much better than that of the mainland.

However, in the thirty to forty years since the reform and opening of the mainland, the economy of the mainland had been growing rapidly, and the living standard of the mainland people had also risen

sharply. In contrast, the development of Hong Kong in recent years had been slow. Under such circumstances, Hong Kong was no longer the only one.

Although the economic development had slowed down, many people still had a sense of superiority and even more prejudice. It was like a poor relative suddenly became rich and his family conditions were even better than his. Some people could not accept it.

However, at this auction, even the most prejudiced reporters couldn't find a way to slander Paradise Corporation.

One item after another was brought up to the stage. Whether it was the several – hundred – year – old mountain ginseng, the wormgrass that was clearly much thicker than ordinary Cordyceps, or the fine – looking iron – Skin maple, or the legendary Da Hong Pao tea leaves ... All of these items struck a chord in everyone's heart.

There was also the top – grade truffles that had long been proven in Hong Kong and the top – grade one – headed abalones that Hong Kong people cherished.

Those rich people and media reporters suddenly realized that the Paradise company's product line was already very rich. If they included the explosive Jade skin cream that did not appear in today's auction, as well as the miraculous heart – nourishing soup that had boundless merit, the strength of the Paradise company could not be underestimated.

Not to mention that all of the auctioned items were of the highest quality without exception. It could be said that their quality was at the top of the pyramid among similar products.

It was as if as long as the LOGO of the Paradise Corporation was printed on it, it would definitely be of the best quality. There was no way it would be ordinary.

This was Xia ruofei's goal. He hoped that the words "Tao Yuan's products are of the highest quality" would be deeply rooted in the hearts of the people.

The so – called brand effect was produced in this way.

Each item was visually impactful to the audience. The transaction amount on the big screen kept jumping, and the steep upward curve seemed to be witnessing the rise of a great company.

Chapter 1975 Breaking through 100 million (2)

Unknowingly, the auction gradually came to an end, and some heavy items began to appear.

A 2.68 kg piece of white truffle was sold for 1.98 million US dollars. Hong Kong tycoon Guo Hongjiang had the last laugh.

A pair of top – Quality one – headed abalones, each weighing more than 650 grams, was bought by Li Yifu for 3 million US dollars.

Li Yifu had been holding back from bidding as he did not dare to disobey Xia ruofei's orders. As the auction came to an end, the truffles and abalones grew bigger and bigger, and even he could not help but be tempted.

Although cultivators would not be greedy for food, and even cultivators with high cultivation could go without eating for ten days to half a month, Li Yifu still had a preference for good food. The top – grade abalone was also very attractive to him, so he could not help but participate in the bidding.

Xia ruofei only turned around and glanced at Li Yifu. He did not show any displeasure, which made Li Yifu slightly relieved.

In fact, Li Yifu was not worried at all. Xia ruofei only told him not to bid randomly, especially not to bid at a price that far exceeded the actual value, so as not to mess up the order of the auction. However, he did not ask him to be a mascot from the beginning to the end.

Otherwise, it would be strange if he came all the way from the United States didn't raise the sign even once.

Once Li Yifu really wanted to buy it, he could easily defeat his opponents with his wealth and influence and successfully bought the pair of abalones.

Many people, including Xia ruofei, could easily fork out a few million dollars. However, Li Yifu was so decisive in his bidding. As long as someone else was bidding, he would immediately increase the price without hesitation, showing his firm attitude. The price of three million dollars was actually higher than the market price. Even if it was high quality for all the abalones on the market, there was still an estimated value.

Li Yifu had shown his determination to get it, so the other rich people naturally wouldn't fight him to the death. Otherwise, it wouldn't be good if they didn't get the item and were hated by this super – rich man who was worth tens of billions of dollars.

With today's finale item, a piece of white truffle weighing 2.88 kilograms, which had undoubtedly broken the record set by the peach blossom company last time, being sold for 2.68 million US dollars, today's auction had come to a perfect end.

The total transaction amount on the big screen on the side was also locked at 100080000 USD.

"It's over a hundred million!"

"That's amazing! The total value of a single auction is over a hundred million US dollars! This is an auction of ingredients and herbs, not a work of art!"

"Paradise Corporation has really shone this time!"

"Yup! This company will have a great future!"

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When the people attending the auction saw that the total amount of money had successfully exceeded 100 million dollars, they couldn't help but whisper.

Xia ruofei could not help but feel a little surprised. He had personally prepared all these items, so he knew the total value of the items.

In his own estimation, if the auction went smoothly, the transaction amount should reach 80 to 90 million US dollars. It might fluctuate a little, but the margin should not be too big.

Hence, Xia ruofei never expected to have a transaction amount of over 100 million Yuan. He did not expect it to be realized.

In fact, there wasn't a single item that had a particularly high price in the entire auction. However, if someone were to do a little calculation, they would find that almost every item had a relatively high price, especially truffle and an abalone that had already formed a brand. According to the previous auction's transaction price, almost every auction this time was higher than the previous one.

Every item was sold at a higher price. When all of them were put together, the transaction price had successfully exceeded 100 million US dollars. This made Xia ruofei feel a little surprised.

Although a few million or tens of millions of dollars was nothing to Xia ruofei, a few million and a hundred million were two completely different concepts, especially when the unit of calculation was in dollars.

The auction went very smoothly. The black family also frequently made their move in the truffle industry, especially the competition with the Lehmann family. The two families were both in the truffle business, and the competition in this field could be said to be close – combat and full of red.

Old Blake was indeed a sly old fox. Although he had already received Xia ruofei's verbal promise to buy a batch of truffles from the Paradise Corporation, which could be said to be an undefeatable position, he still kept bidding at the auction and even looked determined to win.

Xia ruofei could not help but admire old Blake's acting skills.

The competition between the black family and the Lyman family in the truffle auction had also played a positive role in increasing the total transaction amount of this auction to a certain extent.

Old Blake was basically helping Xia ruofei. While he was doing Xia ruofei a favor, he also got two truffles of good quality. At the same time, he made the Lyman family spend a lot of money. To a certain extent, he had also dealt a blow to their competitors. It could be said to be killing three birds with one stone.

When the total transaction price exceeded 100 million US dollars, Feng Jing and Dong Yun, who were sitting behind Xia ruofei, hugged each other excitedly. Pang Hao was also cheering in joy. He looked at Xia ruofei, who was sitting in the front row, and his heart was filled with emotions.

After all the items were sold, Xia ruofei personally went up on stage to give a short and passionate speech. He expressed his gratitude to everyone for their support and Hengfeng group's support. At the same time, he warmly invited everyone to the following luncheon.

The auction had lasted for more than three hours, and everyone was hungry now, so they directly transferred to the banquet hall next door.

Xia ruofei was naturally arranged to sit at table one. Sitting at the same table were MA Xiong, Li Yifu, Guo Hongjiang, Zheng jianian, and the other rich people.

MA Xiong even considerately asked Ma Zhiming to arrange for a few company executives to accompany Feng Jing and the others to their respective tables, while Ma Zhiming personally accompanied Feng Jing to table two.

These Hengfeng Group executives naturally took good care of Feng Jing, Dong Yun, and pang Hao. They also introduced them to the guests sitting at the same table with great enthusiasm.

When they found out that Feng Jing and the others were executives of paradise Corporation, the rich and the poor were all very enthusiastic. During the meal, Feng Jing and the other two received a stack of business cards, and they even gave out a whole box of their own business cards.

At Xia ruofei's table one, the atmosphere was more harmonious. The people at the same table were all MA Xiong's old friends and most of them were more familiar with Xia ruofei.

The wine culture was also very popular in Hong Kong, so not long after the banquet started, people from other tables came over to toast Xia ruofei. Their words were full of admiration, and many people in related industries also expressed their desire to cooperate with the Paradise Corporation.

Hence, Xia ruofei had also received many name cards.

From the behavior of these rich people, Xia ruofei knew that the peach blossom company's plan to make a name for itself was a success.

After the luncheon, Xia ruofei and MA Xiong saw the guests off.

Even with Xia ruofei's good physical condition, he could not help but feel a little tired after doing all this. MA Xiong's face was full of fatigue.

Xia ruofei hurriedly asked Ma Zhiming to send MA Xiong home to rest. Feng Jing and the rest, including Liu Qian, started to wrap up the Hengfeng auction house's work. Xia ruofei returned to the Presidential Suite on the top floor to rest.

At four in the afternoon, Xia ruofei woke up after a nap and felt that he had recovered.

He gave Feng Jing a call and found out that they had just finished their work, so he said, ""Sister che, bring everyone to the top floor! I have something to tell everyone!"

"Alright!" Feng Jing said, "director pang is still calculating the revenue and expenditure of this auction. Should we ..."

"Tell him not to forget about it and come to my side first!" Xia ruofei said.

"Alright!" Feng Jing said, "wait a moment. We'll take the elevator up immediately!"

Chapter 1976 Reward based on merits (1)

In the small conference room of the Presidential Suite on the top floor.

Feng Rao and the others sat in their seats with faces full of joy, their excitement still not completely calmed down.

In particular, Liu Qian, who was in charge of such an important project for the first time, was so excited that her words were overflowing.

Xia ruofei made a pot of Dahongpao tea and walked into the small meeting room.

“Chairman, we’ve really struck it rich this time!” Pang Hao immediately said. The total transaction amount was over 100 million US dollars! The name of our paradise Corporation will definitely resound throughout Hong Kong ... No, it will soon resound throughout the country!”

“Yes, Chairman!” Liu Qian also said excitedly. You didn’t see the expressions on the media reporters’ faces. None of them could believe it! I’m really looking forward to how the Hong Kong media will report about this auction tomorrow!”

“Alright, alright! Wasn’t it just an auction? Just look at your useless faces!” Xia ruofei smiled and said, “sit down! Pour yourself some tea!”

In fact, he was only calm on the surface, but he was still a little excited inside.

Paradise Corporation was like his own child. He had built it up from scratch. Although his desire for money was no longer as strong as before, every bit of progress in the company could still give him an unparalleled sense of achievement.

Feng Jing and Dong Yun were relatively calm. They weren’t as overjoyed as pang Hao and Liu Qian, but they were also very happy. Even Dong Yun, who usually didn’t smile, had her lips curled up into a beautiful arc.

“Chairman,” Feng Jing asked, “we’ve pretty much settled everything here. What’s our next step? do you have any plans?”

Xia ruofei sat down and said, “today, I gathered everyone here for a small meeting to discuss a few things.” First, Mr. MA of Hengfeng group agreed with me yesterday that Hengfeng group will only collect operating costs for this auction, so the Commission from the auction house may save a lot of money. ”

“I’ll go! I’m not dreaming!” Hearing this, pang Hao shouted, “such a huge sum of money. You’re just going to waive it?”

The auction house’s commission rate was generally not low. Some even reached 20% to 30% of the transaction volume, and both sellers had to pay this fee.

Today’s transaction amount had reached 100 million US dollars. In other words, a casual word from MA Xiong had left paradise Corporation with at least 10 to 20 million US dollars in expenses. Compared to the High Commission rate, Hengfeng group’s cost was actually not high. It was nothing more than the cost of some hotel rooms, conference rooms, banquet halls, print media, television media, building advertisements, and other resources. There was also the labor expenses. All these would at most be one to two million US dollars.

“Chairman, Are you sure?” Dong Yun asked, “did you sign any written agreement with the Hengfeng group?”

Xia ruofei chuckled and said, “this was an oral agreement between the chairmen of our two groups. What agreement is there to sign?” But don’t worry, even though the transaction price is a bit high, since

Mr. MA said so, he will definitely fulfill his promise. Director pang will be personally in charge of the settlement. Is there a problem?"

To MA Xiong, he couldn't wait to give Xia ruofei more benefits. He wouldn't even frown if it was 100 or 200 million, let alone 10 or 20 million USD.

"No problem!" Pang Hao immediately replied. But ... What if the Hengfeng auction house still pays us according to the Commission rate stated in the previous agreement?"

"Then we'll do as they say!" Xia ruofei replied without hesitation,"but the possibility of this is very low. Mr. MA must have already informed them. Of course, it will take some time to calculate the cost. We just have to wait for them to inform us!"

"Alright!" Pang Hao said.

Xia ruofei continued,"the second thing is that I will keep 10 million dollars from this auction to invest in the company. I have other uses for the remaining money. Is that okay?"

Feng Jing, Dong Yun, and the others looked at each other, then immediately said,"Of course, no problem. The items today were basically prepared by the chairman. In fact, it has little to do with the company. Even if you take all the proceeds from the auction, we won't have any objections!"

Actually, Xia ruofei's decision was exactly what Feng Jing wanted. She held a small portion of the company's shares, and most of the items for the auction were prepared by Xia ruofei himself. If she were to hand the money directly to paradise Corporation, Feng Jing would feel uneasy. Based on her estimation of 100 million US dollars, Feng Jing's share of the company would be around one to two million US dollars after deducting taxes. Without making any contributions, this money would be a hot potato to her.

Dong Yun also knew that paradise Corporation was Xia ruofei's private company. Although she felt that it was inappropriate for Xia ruofei to take away so much of his funds and collect more or less, she naturally wouldn't jump out to object since Feng Jing had already expressed her stance.

As for pang haohe and Liu Qian, they had no objections.

Xia ruofei nodded and said,"then it's decided!" I'll have the Hengfeng auction house transfer 10 million US dollars directly to the company's account in the form of the proceeds from the auction. Remember to check the company's account as soon as possible to make sure there are no mistakes!"

"I understand! Just leave it to me!" Pang Hao said with a grin.

Xia ruofei laughed and said,"alright, I'm done with my work. Let's talk about something easy. Liu Qian has worked hard for this auction!" You've done well!"

Liu Qian was so excited that her face turned red. She quickly stood up and said,"Chairman, this is part of my job. I'm just doing my best to complete the task you gave me ..."

Xia ruofei waved his hand and said,"there's no need to be too humble. If you're not capable enough, you might not be able to do well no matter how enthusiastic you are." President Feng, it seems that Liu Qian is also a talent that can be molded!"

"Yup! Liu Qian is still very smart!" Feng Jing smiled. "I'm good at my work!"

Xia ruofei smiled and nodded. "This time, Liu Qian has made a great contribution to the success of the auction, so I should reward her well ..."

"Chairman, no need, no need!" Liu Qian quickly waved her hand and said, "my salary is already very high, and the company's business trip subsidies are also very high!"

"A salary is a salary, and what should be rewarded should still be rewarded! A clear reward and punishment can promote everyone's enthusiasm in work!" Xia ruofei smiled and said, "let me think ..."

Xia ruofei thought for a moment and smiled. "How about this! Aren't we in Hong Kong? We'll give you a bag in the name of the company! It's a good time for you to relax and go out for a walk! President Feng, director Dong, you guys pick a good one for Liu Qian. It's not good to have a low grade! If it's too cheap, I'll hold you guys responsible!"

"Chairman, there's really no need ..." Liu Qian said with some embarrassment.

She knew that since Xia ruofei had asked for it, it must not be an ordinary bag. There were many luxury stores in Hong Kong. Due to the difference in tax, it was much cheaper to buy things here than in mainland China. She had wanted to take advantage of the end of the auction to shop around and buy some cosmetics and bags to bring back.

Feng Rao laughed and said, "Liu Qian, the chairman has already spoken, so don't decline!" The company's been making a lot of profits recently, so it's not a big deal to give you a bag. You've been working too hard recently, so you should be rewarded!"

"Yup! Big Boss Xia is rich and generous now, please don't pick something too cheap! He'll think you're looking down on him!" Pang Hao chuckled.

Xia ruofei didn't know whether to laugh or cry, "why does it sound so bad when you say it?" Am I that nouveau riche who reeks of money?"

"No, no, no!" Pang Hao smiled apologetically. "I'm complimenting you!"

"Is there anyone who praises others like you?" Xia ruofei said, "the last time you were beaten up, it was also because you praised others like this, right?"

Pfft ... The three girls burst into laughter, and the atmosphere in the meeting room became very relaxed.

After a few jokes, Xia ruofei said, "I still have some other things to deal with in Hong Kong. If it's not urgent, don't go back. The company will pay for your expenses for the few days you stay in Hong Kong!"

"Chairman, we've already discussed it downstairs," said Feng Jing. "We're going back tomorrow. " "After all, the company just moved not long ago. There are so many senior management executives now, and I'm a little worried ..."

Dong Yun, pang Hao, and Liu Qian immediately nodded. It was clear that they had reached an agreement.

Xia ruofei said, "you're leaving tomorrow?" Then I'll tell Captain Liu to ..."

"No need, Chairman, we've already booked our tickets!" Feng Jing hurriedly said, "the flight is at Five O'clock in the afternoon tomorrow, so we can take a look around Hong Kong during the day. The cost of using the business jet is quite high, and it's paid by the Kyushu group. We don't need to be so extravagant!"

Xia ruofei shook his head with a bitter smile and said, "why are you guys being so polite with me ... Fine!" Since that's the case, you can take the commercial plane back! However, all of you will be in first class! If you bought an economy class ticket, call for an upgrade now! I've made a lot of money in Hong Kong this time. If you guys go back to Sanshan in Economy Class, what will the staff think of me? Pang Hao, you're the Chief Financial Officer, so you'll be in charge of this!"

Feng Jing and the others had indeed booked Economy Class. Pang Hao did not stand on ceremony with Xia ruofei. He smiled and said, "Good! Immediately execute the leader's instructions!"

"That's all. From now on, you can move freely, but be careful!" Xia ruofei said, "if you need a car, just ask the hotel. They will arrange it for you!"

"Alright! Chairman, we'll go back to our room first. You should also rest!" Feng Rao stood up and said.

"En!" Xia ruofei stood up and sent Feng Jing and the rest to the door before returning to the house.

He went to the deck chair on the balcony and laid down comfortably. He took out his mobile phone and browsed the news. Nowadays, the efficiency of the online media was very high. He also wanted to see if there were any reports about the auction in Hong Kong.

After a while, her phone vibrated.

Xia ruofei took a look and saw that it was old Blake.

Xia ruofei knew what was going on. He smiled and swiped the screen to answer the call.

"Mr. Blake!" Xia ruofei greeted him with a smile.

"Xia! Congratulations, the auction was a great success!" Old Blake said in a warm voice.

"Thank you! Same! I can see that your black family has also made a lot of money from this auction!" Xia ruofei said.

"No, no, no!" Old Blake said, "the competition was too fierce this time. We only got two truffles, which is far from enough to meet our business needs."

Xia ruofei smiled and did not say anything. Old Blake continued, "By the way, Xia, did you mention yesterday that you wanted to import a batch of Strasburg geese? A batch of 50 young geese can be packed into boxes and transported to China by air at any time!"

Chapter 1977 Feedback (1)

Hearing this, Xia ruofei's spirit was lifted. He said in surprise, "You're done so quickly? Isn't it troublesome to import live animals?"

Old Blake laughed and said, "Mr. Xia, please rest assured. The black family will take care of all the procedures. You just need to wait for the goods to be received. We can ship them to any port in China. You just need to state your needs!"

"That's great! Thank you very much, Mr. Blake!" Xia ruofei said, "by the way, the truffles for you may take one to two days to prepare. Please wait patiently!"

"Wow! It's already much more efficient than I thought! Mr. Xia, I'll have my family send the truffles back first. I'll be in Hong Kong waiting for your good news!" Old Blake said happily.

"OK!" Xia ruofei said, "I'll send you the delivery address later. I'll have to trouble you with the batch of young geese!"

"No problem at all!" Old Blake said.

After hanging up the phone, Xia ruofei thought for a while and decided to receive the batch of young geese at Sanshan airport. He sent a text message to old Blake.

Next, Xia ruofei gave pang Hao a call. He wanted to invite him for dinner, but he was sweeping the streets with Feng Jing and the others. As the only two men in the team, Feng Jing and the others could not order Xia ruofei around, so he had to take on the glorious task of carrying bags.

His subordinates were not at the hotel, so Xia ruofei decided to order and eat in the Presidential Suite.

Just as he was flipping through the menu, the Butler of the Presidential Suite, Tony, knocked on the door and entered. He bowed slightly and said, "Mr. Xia, there's a Mr. Bastian and Ms. Cheng Xiaoxiao outside asking for an audience. They say they know you."

Xia ruofei knew that Bastian must be thinking about the truffles. If he remembered correctly, the corner Western restaurant chain almost got nothing at the auction.

"Yes, let them in!" He nodded and said.

"Understood!" Tony bowed and turned to leave.

"Wait a moment!" Xia ruofei stopped Tony. "Tony, please bring me three sets of the set meal and send them here directly!"

"Alright!" Tony said.

After a while, Tony led Bastian and Cheng Xiaoxiao in. The two of them were shocked by the luxury of the Presidential Suite, and their expressions were a little reserved.

Xia ruofei sat on the sofa in the living room and smiled. "Mr. Bastian, Xiaoxiao, please take a seat!"

Bastian finally came back to his senses.

The two of them sat opposite Xia ruofei, and Bastian said, "Mr. Xia, congratulations. This auction was a great success!"

"Thank you!" Xia ruofei smiled. "Mr. Bastian, don't worry. The truffle I promised you will be ready. Do you want to do the trade in Hong Kong or after we return to the three mountains?"

Bastian's spirit was immediately roused, and he hurriedly said, "We can all do it! Let's see how Mr. Xia can do it more conveniently!"

"It's convenient for both. I'm going to trade truffles with the black family in Hong Kong in two days." Xia ruofei said, "if you don't have any problems, we can do the transaction in Hong Kong. However, we will have to wait for a day or two!"

"Yes! I can!" Bastian quickly said, "we're staying at Hengfeng Jiahua Hotel. We'll be waiting for your news!"

Truffles were in high demand at this auction. Although Bastian had made preparations for the difficult situation, he still did not find anything. There were one or two truffles that he felt had a chance of winning, but in reality, he knew that there was no chance at all when he first started bidding. The price was rising too quickly.

Therefore, Bastian had placed all his hopes on the truffles that Xia ruofei had promised him. Although the company's headquarters did not have much hope for this auction, if they really did not get anything, they would be labeled as incompetent. Then, it would be impossible for him to be promoted and transferred back to the headquarters.

Hence, Xia ruofei's words were like a calming pill for him.

Then, Bastian asked carefully, "Mr. Xia, if you don't mind me asking, how much truffles can we buy this time? Can you give me a rough number? I need to give a reply to the headquarters and prepare the funds for the acquisition in advance ..."

Xia ruofei did some calculations and said, "Ten or twenty kilograms! A minimum of ten kilograms! I'll prepare as much as I can for you, but it shouldn't be more than 30 kilograms. I wonder if such a quantity ..."

"It's enough! That's enough!" Bastian quickly said, "Mr. Xia, thank you so much!"

This amount had already exceeded Bastian's expectations. Even if it was only ten kilograms, with the high quality of the truffles from paradise Corporation as always, it would definitely not be a problem for Bastian to go back and report on his work. It could even be said to be an unexpected surprise.

Xia ruofei smiled and said, "Mr. Bastian, you're too polite. I'm just doing business!" It's a mutually beneficial thing. I can also make money by selling it to you! Besides, Xiaoxiao is my die – hard fan, so we're not outsiders. "

This was the second time Xia ruofei had specifically mentioned Cheng Xiaoxiao in front of Bastian. Bastian was a smart person, so how could he not understand?

He understood what she meant and glanced at Cheng Xiaoxiao, saying, "Mr. Xia, Cheng is a very outstanding employee in our Western restaurant. She has done her job very well, so I have decided to promote her to the foreman of the restaurant when I return!"

Chapter 1978 Feedback (2)

Cheng Xiaoxiao's mouth suddenly opened wide, as if a pie had fallen from the sky.

Corner Western restaurant was considered a high – end Western restaurant in Sanshan, and the salary was higher than many five – Star hotels. For Cheng Xiaoxiao, it was already very difficult to find such a job. Her only hope was to perform well and not be fired.

What she did not expect was that because of Xia ruofei's few words, not only did her work position become more stable, but she also got a chance to be promoted.

There were a total of four foremen in the Western restaurant, and the salary of each foremen was much higher than that of an ordinary waiter. They would also receive a certain floating reward based on the performance of the restaurant. The average monthly income could reach at least 20000 Yuan.

Cheng Xiaoxiao couldn't even believe her ears.

"Xiaoxiao, why don't you thank Mr. Bastian?" Xia ruofei said with a smile.

Cheng Xiaoxiao came back to her senses and quickly stood up. "Thank you for your trust, Mr. Bastian! I'll definitely work hard!"

"Cheng, this is the reward you deserve!" Bastian said with a smile.

Cheng Xiaoxiao naturally knew that she was able to get promoted so quickly because of Xia ruofei, so she immediately said to Xia ruofei, "President Xia, I don't know what to say ... Thank you!"

"You're welcome," Xia ruofei smiled. "Do your best at the Western restaurant around the corner! Maybe you can take over Bastian's position after he's transferred back!"

Xia ruofei had said this to Cheng Xiaoxiao in Chinese, but Bastian could also understand some Chinese. Xia ruofei's words moved his heart slightly, and he had really listened.

If he left China, then the restaurant would need a new manager. Now it seemed that Cheng Xiaoxiao was a good candidate.

It seems that I have to train her well in the future. At least before I leave, I have to let her establish a certain prestige so that she can take over the position of manager in the future! Bastian reminded himself in his heart.

Xia ruofei had already spoken. If they didn't take this matter to heart, they would offend a high – Quality ingredient supplier for no reason. It would not be worth it.

After today's auction, Bastian had a new understanding of Xia ruofei and the Paradise Corporation. The field of high – end ingredients was different from the ordinary supply field. It was basically a seller's market. With a rich product line like the Paradise Corporation, and each of their products was of the highest quality that exceeded the industry's standards, they would have a large say in the process of cooperation.

A restaurant manager position in exchange for the friendship of the Paradise Corporation and Xia ruofei was a sure – win deal.

Bastian even felt that if he reported everything to the headquarters, the headquarters would directly appoint Cheng Xiaoxiao as the restaurant manager, and he might be transferred to another Western

restaurant to work as Wanwan. After all, he had only been out for a short time, and it was unlikely that he would be transferred back immediately without special circumstances.

Therefore, Bastian decided not to mention this to the headquarters for the time being. Instead, he would focus on training Cheng Xiaoxiao in the next few days.

Cheng Xiaoxiao naturally didn't know that so many thoughts were going through Bastian's mind. She only knew that Bastian could understand Chinese, so her face turned red. She quickly glanced at Bastian and said, "President Xia, I'm just an ordinary waiter. How can I be a manager?"

"Cheng, Mr. Xia thinks so highly of you, so you can't undervalue yourself!" Bastian took the initiative to say, "being a manager of a Western restaurant is not a high – tech job. As long as you study hard and train in the position of a Foreman for a while, it is not impossible for you to be competent as a manager."

"Okay, Mr. Bastian," Cheng Xiaoxiao said quickly. "I'll definitely work hard and learn from my old employees!"

Bastian revealed a kind smile and nodded slightly.

He was usually a serious man and was very strict with his management, so the waiters in the restaurant were a little afraid of him.

Cheng Xiaoxiao felt that Bastian was a completely different person from the manager she had in mind.

"Mr. Xia, we won't disturb you any longer ..." Bastian continued.

Xia ruofei smiled and said, "Mr. Bastian, don't be in a hurry to leave!" I've already ordered three dishes. Why don't we have dinner together?"

"That's a great honor!" Bastian said in surprise.

Cheng Xiaoxiao felt like she was in a dream. She didn't expect to have dinner with her idol. She was so happy that she kept giggling and couldn't close her mouth.

Xia ruofei chuckled. "My friends have all gone shopping. It's boring to eat alone. You guys can chat with me!"

Soon, Tony came in with a waiter pushing a food cart.

Cheng Xiaoxiao saw the waiter placing food on the long table in the restaurant next door and quickly asked, "President Xia, can I take a photo?"

"Take a picture?" Xia ruofei was stunned.

"Yup! I'm so happy today!" Cheng Xiaoxiao had a love – struck expression on her face. "I want to take a picture of the Presidential Suite and our dinner. I'll post it on Tieba and make them die of envy!"

Xia ruofei couldn't help but laugh. He waved his hand and said, "Pat! Take whatever you want! Let's even take a group photo together!"

"Really?" Cheng Xiaoxiao asked, her eyes wide open.

“How can it be fake? Come, come, come, I think this background is not bad, let’s take a picture first!” Xia ruofei took the initiative.

Anyway, he didn’t feel itchy anymore. Tao Yuan company had made a big splash this time, and he knew that his popularity on the internet would definitely increase instead of decrease. It didn’t matter if Cheng Xiaoxiao posted a few more photos.

“They’re coming!” Cheng Xiaoxiao quickly opened the camera function on her phone and scurried to Xia ruofei’s side. Then she raised her phone high and took a few photos from an angle.

Xia ruofei also showed a bright smile.

“I’ll take a picture of this Presidential Suite …” Cheng Xiaoxiao said. “I’ll let those country bumpkins on the forum have an eye – opener!”

Xia ruofei couldn’t help but laugh. He said to Bastian, “Mr. Bastian, let’s go to the restaurant first! I don’t think Xiaoxiao will be able to finish it in a short time!”

“Hahaha! Alright, alright!” Bastian smiled and said, “Mr. Xia, after you!”

Seeing Xia ruofei treat Cheng Xiaoxiao so well, Bastian was even more determined to focus on Cheng Xiaoxiao’s training. Before he left, he must strongly recommend the headquarters to let Cheng Xiaoxiao take his position!

Chapter 1979 Fire across the horizon (1)

Feng Rao and the rest only returned to the hotel after nine in the evening. Pang Hao even called Xia ruofei to let him know that he was safe.

In the end, Liu Qian chose a Coach bag, which was worth about 50000 Yuan.

Initially, Liu Qian wanted to buy a bag that cost one or two thousand Yuan. However, Feng Jing rejected the promise that Xia ruofei had made. If she bought a bag that cost one or two thousand Yuan, she would be disrespecting the chairman.

According to Feng Jing and Dong Yun, they wanted to buy a bag that cost at least 100000 Yuan to not waste Xia ruofei’s good intentions. However, Liu Qian did not dare to accept it no matter what. In the end, they compromised and Feng Jing personally picked out the 50000 Yuan Coach bag for Liu Qian.

Liu Qian regarded this bag as a treasure and held it tightly in her arms throughout the shopping process, afraid of losing it.

For one thing, this was the first bag in her life that was so expensive. For another, it was a reward from the chairman, so it was of great significance.

Feng Jing and Dong Yun bought quite a few things as well. There were electronic products, clothes, and bags. Even pang Hao couldn’t help but buy his father a hermes belt.

Of course, none of them bought the jaded skin cream from Qin Zhuan studio, which was more effective than any other cosmetics. Why would they buy those expensive cosmetics with unknown effects?

The next day, Xia ruofei asked for a business car from Ma Zhiming and took a few of his capable subordinates to tour Hong Kong. After sending them to the airport in the afternoon, Xia ruofei returned to Hengfeng Jiahua Hotel.

Today, all the major media outlets in Hong Kong had reported about the auction.

“Star Island Evening News” had arranged a large report at the bottom of the front page with the title “mainland company makes a name for itself in Hong Kong!” “The total value of a single auction exceeded 100 million US dollars!”

‘Star Island Evening News’ wrote in its report, “At an auction at Hengfeng Jiahua Hotel yesterday, the transaction amount exceeded 100 million US dollars. This popular auction that had attracted many rich people from Asia, Europe, South America, and other places was not auctioning precious calligraphy and paintings, exquisite works of art, or priceless Jade and jewelry, but abalone, truffles, tea leaves, Cordyceps, iron – hide maple, ginseng, and other health food that could be seen on the dining table. What was so special about these things that even the rich with a net worth of ten billion Yuan would go after them? The reporter interviewed Mr. Guo Hongjiang, who had taken a photo of the pair of one – headed abalones yesterday ...

[Nanhua daily] wrote in the report: The Paradise Corporation from the mainland had held a special auction at Hengfeng Jiahua Hotel yesterday. Many items were being auctioned off, and the transaction volume successfully exceeded 100 million US dollars. This was the first time in Hong Kong’s history that ingredients and herbs were sold for more than 100 million US dollars.

[Hong Kong Economic news: the Paradise Corporation is holding a phenomenal auction.] Since the establishment of this mainland company, it had repeatedly created miracles in a short one or two years. Unknowingly, it had already possessed a rich product line and super – first – Class products. As long as it was in the field that paradise Corporation was involved in, their products would definitely surpass similar products by a large margin. There was no doubt that the company had great potential. If the company was listed in Hong Kong in the future, investors must pay close attention to it.

Hong Kong’s famous gourmet, Zhu Dayong, wrote in his online food column: At the beginning of the year, he was fortunate enough to have tasted the top – grade one – headed abalone at the abalone auction held by the Paradise Corporation. The delicious taste was still lingering in his mind. When I learned that another abalone would be auctioned this time, I signed up at the first opportunity. However, due to their limited financial strength and the popularity of the auction, it was a great regret that they were unable to bid for the one – headed abalone they were interested in ...

On the television, the news channel was broadcasting the auction scene. A reporter was interviewing Zheng jianian and he said to the camera, “The chairman of the Paradise Corporation, Xia ruofei, is the most courageous young man I’ve ever seen. The company is thriving under his leadership. Today’s auction transaction amount has exceeded 100 million US dollars. I’m not surprised at all. The Paradise Corporation has first – Class products and a first – Class leader. It’s only natural for them to achieve such results!”

MA Xiong, who was on the next – door CTV broadcast, said, “Paradise corporation’s products are undoubtedly the best in the industry. Today’s auction is proof that Hengfeng group will have a series of

in – depth cooperation with paradise Corporation to promote these top – tier products to a larger consumer group!”

Changing the channel, Guo Hongjiang was also praising the Paradise Corporation ...

Those who didn’t know better would think that the entire TV station had been booked by the Paradise Corporation!

In addition to traditional paper and television media, online media also gave a large amount of coverage to the peach blossom company’s auction.

Moreover, online media was more effective. In fact, they had already started to push reports yesterday.

Photos of the scene, videos of the scene, and news close – up shots from different angles were all presented on the internet.

The wealth Chinese network had also specially produced a short video. This three – minute Short Video focused on the big screen that displayed the real – time transaction amount in the venue. At the same time, it was also mixed with some images of popular auction items being auctioned. Coupled with very hot music, it made people who watched it couldn’t help but feel excited.

Xia ruofei watched the video three times in his hotel room. Then, he called Xiao Qiang, the marketing director, who was staying at the company. He asked him to immediately arrange for the company’s official website to post the video in a prominent position. At the same time, the official WeChat and Weibo accounts would also send notifications about the auction with the video.

Chapter 1980 Fire across the horizon (2)

In addition to some mainstream websites in Hong Kong, the discussion about the auction on the local forums was also very heated. The netizens in Hong Kong had different opinions about the sales miracle of such a Chinese company.

Most of them were in awe. After all, they were all companies owned by their Chinese compatriots. The products they sold were fought over by rich people in Europe and the United States. Everyone felt a sense of pride.

Of course, there were also a small number of young netizens who were prejudiced against the mainland and made sarcastic remarks. Arguments such as fake data and hype also appeared from time to time.

However, such voices were not mainstream.

Especially after the news from Hong Kong spread back to the mainland, the netizens who were concerned about paradise Corporation were in an uproar. A large number of them were Xia ruofei’s fans, and they were also very concerned about the news of paradise Corporation.

The internet media in the mainland also reposted it immediately.

Originally, there was a certain audit requirement for the sharing of news from Hong Kong, Macau, Taiwan, and overseas media. However, this was obviously a song of praise for the mainland companies, so there was no concern for people to share it.

Therefore, a “paradise craze” was quickly set off on the mainland’s internet.

If the Jade skin cream or heart – nourishing soup launched by the peach blossom company in the past had also set off a trend, then the trend this time was obviously much bigger, and it almost swept the whole country.

After all, the Paradise Corporation had already formed a rich product line and had become very famous in Hong Kong. In addition, the auction this time was very eye – catching with words like “ 100 million US dollars” and “European and American rich people”. So, compared to any other auction in the past, the crowd this time was much bigger.

As the “people’s daily” and “national TV news”, two major verified accounts, published the news of the auction on Weibo and WeChat, the reputation of paradise Corporation officially reached a peak.

It could be said that peach blossom company had now become a true internet celebrity company. Although its assets could not be compared to a large internet Group like BAT, its reputation was not any weaker.

This was a little similar to the boss who’ endorsed ‘his products back then. The difference was that although Xia ruofei was also the media’s favorite and now had a large number of loyal fans, he didn’t rely on his face to achieve success. Paradise corporation’s products were too hard to accept. Even people who didn’t like them could not find any flaws in this aspect.

WeChat articles about the peach blossom company’s auction were widely circulated in WeChat moments and WeChat groups; Weibo topics related to the peach blossom company’s auction quickly reached the top ten most searched. The number of posts on the peach blossom company’s auction was increasing exponentially in all major forums, communities, and Tieba. Memes about paradise Corporation and Xia ruofei also emerged ...

It was definitely a miracle that such a huge storm had formed in the public’s opinion in just one day without hiring any water Army to add fuel to the fire.

Some of the more capable and skilled mainland netizens also poured into Hong Kong, hoping to see first – hand news.

As a result, the small number of young Hong Kong netizens who were prejudiced against the mainland and wanted to defame them were in a tragic state ...

A mainland internet celebrity wrote on his ins: I really don’t know what the young people in Hong Kong are thinking these days. It’s fine that they chose to ignore the impressive achievements of paradise Corporation, but they even said that it’s just a publicity stunt and that the data is fake. I just want to ask, which company can get the Hong Kong magnates MA Xiong, Guo Hongjiang, Zheng jianian, the United States King of shoes, lofis, the Romania magnate Nikola, the United Kingdom telecommunication magnate Higginson ... If paradise Corporation can get these super – rich people with a total net worth of over a trillion to help them with their publicity ... They even took out real money to help them create fake data, then they were really awesome! It was much more impressive than an auction with a transaction amount of over 100 million US dollars! Finally, I really want to say this to these people: A brain is really a good thing. I hope you can get it back!

This internet celebrity had taken screenshots of similar brainless comments and posted them on the internet. At the end, he even added a helpless emoji with a shrug that was popular on the internet.

This news from ins was originally shared in his circle of friends, but as long as it was public and linked to a hot topic, how could it not spread? Very quickly, someone took a screenshot and posted it on some forums in Hong Kong.

At this time, there was a large influx of netizens from the mainland. What else was there to say? everyone swarmed forward and replied to those posts and comments that sourly questioned the peach blossom company.

At first, those accounts were still clamoring and dissing each other like dead pigs unafraid of boiling water, but soon they were scolded to the point that they did not dare to show their faces.

On Xia ruofei's Tieba in the mainland, the most popular post was not about the auction or the foreign media reports that had climbed over the wall, but a post by Cheng Xiaoxiao.

Cheng Xiaoxiao wrote in the thread, 'hahaha! I've met my overbearing President again, and in the Presidential Suite of a five – Star hotel in Hong Kong! Are you guys envious? Let me tell you, President Xia is really a very good person. He doesn't put on any airs at all and even helped me solve my problems at work. If I didn't know sister Qingxue, I wouldn't have been able to help myself from poaching him!

Cheng Xiaoxiao posted a whole set of pictures in the thread, all of which were taken in Xia ruofei's Presidential Suite yesterday.

Of course, in order to prevent people from deliberately distorting the truth, she also put in some effort in choosing the pictures. Bastian could be seen in all the pictures, most of which appeared in the background. There were also group photos of the three of them at dinner and so on.

After all, even though the Presidential Suite was unbelievably large, it was still considered a private space. If she went to the Presidential Suite alone to meet Xia ruofei, it was inevitable that some people with dirty thoughts would gossip.

Cheng Xiaoxiao was originally an active user of Tieba, especially the post she had made about her encounter with Xia ruofei at the Western restaurant, which made her even more famous on Tieba. Therefore, this post was immediately highlighted by the moderator.

In a short while, there were hundreds of comments.

No one had made an appointment, but everyone sent a drooling emoji in unison. The formation was extremely neat, and the scene was spectacular.

Some of the social media's Weibo accounts, headline numbers, and Baijia accounts also downloaded those pictures and processed them according to the content of Cheng Xiaoxiao's post, making them popular on their respective platforms.

Xia ruofei was happily browsing through the various reports about the auction on the internet in Hong Kong and the mainland. On his desk were the major newspapers in Hong Kong that were published today. They were all reports about the peach blossom company. Although the content was similar, perhaps only the focus was different, Xia ruofei still read them with great interest.

At this moment, his phone rang.

Xia ruofei took a look and swiped the screen to answer.””Director Xiao, that Short Video has been released?”

The person who called was Xiao Qiang, the marketing director who had stayed behind at San Shan. Xia ruofei had just asked him to upload the Short Video from fortune Chinese network to the official website and account of the Paradise Corporation.

“All of that has been arranged!” Xiao Qiang said,”director Xia, I’m calling you because I have something else to report!”

“Oh? Go ahead!” Xia ruofei said.

“It’s like this. Since this afternoon, the company’s publicity department has been on the phone non – stop. All of them are requests for interviews from the news media.” Xiao Qiang said,”our preliminary statistics show that there are at least more than 100 media outlets, including some very influential central media outlets. President Xia ...”

“Director Xiao, I’m still dealing with some matters in Hong Kong these few days.” Xia ruofei interrupted Xiao Qiang and said,”President Feng is already on the plane. You can ask President Feng for instructions on how to deal with the media.”

“Ah?” Xiao Qiang was stunned for a moment. He knew that Xia ruofei usually didn’t care about things, but today’s matter was not a small one! Xia ruofei was actually a hands – off shopkeeper?

“Is there a problem?” Xia ruofei asked.

“Oh! No! I don’t have any!” Xiao Qiang quickly said,”by the way, the company’s official website has a surge in traffic today. Our server equipment can’t bear it, so the website’s traffic speed has started to slow down ...”

“Then increase the number of servers!” Xia ruofei said,”make a rough budget plan immediately and report to President Feng as soon as she gets off the plane. If there are no problems, buy immediately!” This matter can not be delayed!”

Fine! Before Feng Jing even got off the plane, Xia ruofei had already arranged a pile of work for her. She wondered if Feng Jing would cry if she found out the truth ...

“Understood!” Xiao Qiang said helplessly,”President Xia, I won’t disturb you any longer! You can go back to your work!”