

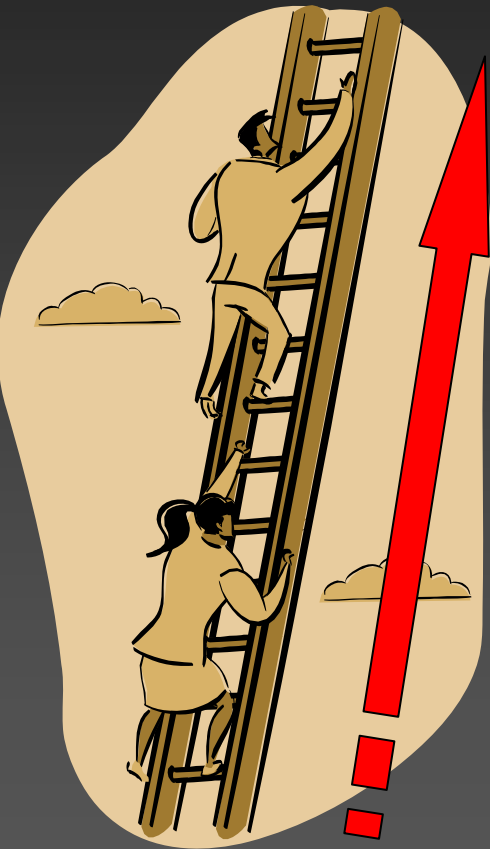


China-Britain
Business Council
英中贸易协会



Supporting your
company in China

China-Britain Business Council



Stage

- Getting established and expanding your market
- Considering market entry
- Finding out more - research, market visits, meetings at trade shows.
- Building up background knowledge



Service

Launch pad Plus,
Manufacturing Forum,
Membership

Launch pad, Rep
Office, Incorporation
Service, Employee
Selection Service

OMIS

CBBC Seminars,
Workshops, Training,
Membership



Building Up Your Background Knowledge

- China is a market where preparation can save time and resources
- Getting results in China requires an understanding of the regulatory environment for your product or service
- Chinese business culture can be an obstacle, but can be overcome and, with an understanding, can be used to advantage
- Sources of information include member bulletins from China-Britain Business Council, the websites of CBBC and UKTI, newsletters from professional service providers, CBBC cultural training programmes



Finding Out More

- China is a market of continental proportions. Even UK government trade services break it down into four 'markets'. Within these, there will still be diversity
- UKTI's Overseas Market Introduction Service (OMIS) - delivered in China by CBBC - is a charging platform for finding out more about your target market
- Charged according to time spent, OMIS can identify agents, distributors & customers, organise events, examine market segments and set up meetings



Finding Out More

- Since 2008 OMIS can cover both Hong Kong and Guangdong regions.
- Late 2008 CBBC published China's Regional City Report. Which areas have what opportunities.
- Be Flexible - "I am going to Beijing" but the opportunities are in Shanghai and Guangzhou.
 - "I am going to present my business model" but your business model is alien to Chinese business people.
 - "I am going to sell this product" but the Chinese market wants your other product.



Considering Market Entry

- Market entry can now be more strategy- rather than regulation-led
- Soft landings, rep offices, wholly foreign owned manufacturing/trading enterprises or joint ventures all provide options
- Your choice of strategy (and location) will depend on how clear your plans are, what you wish to achieve, your sector, the desired functionality and also the availability of resources to satisfy minimum registered capital requirements
- CBBC offers a range of services to support your market entry, such as Launchpad, Rep Office, Incorporation Service, Employee Selection Service



Getting established and expanding your market

- Setting up in China is the 'first step on a 10,000 mile journey'
- Post registration formalities and practicalities can be demanding
- Local knowledge and connections are key to 'finding your way around'
- Further markets in other Chinese regions cannot be assumed and require commitment
- CBBC offers local knowledge through its network of 11 offices, peer support through manufacturing forums and 'new market' development support through Launchpad Plus - all available via CBBC membership



China-Britain
Business Council
英中贸易协会

Contact CBBC

China-Britain Business Council

www.cbbsc.org

Stewart.ferguson@cbbsc.org