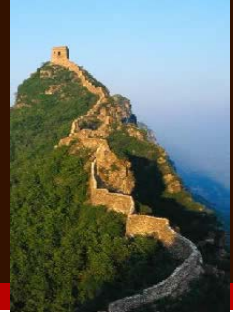


# China Market Entry Strategy



China's sheer size of market, post-planned economic system and unique business culture requires a carefully developed strategy. This can save companies from wasting time and money on the wrong investments, and the wrong approach.

- ◆ **Rationale** for entry: are you going to China because of access to market, supply chain management, or lower cost R&D?
- ◆ **Routes-to-market**: should you use distributors or other partnership arrangements, or should you do it on your own?
- ◆ **Location**: where to start in China?
- ◆ If **setting up** in China, what is the most suitable structure of entity? How about minimum investment required, and tax and HR implications?
- ◆ **Risks** and preventions: IPR risks and how could you safeguard your valuable assets?
- ◆ **Implementation**: milestones and resources needed to achieve your goals? Where can you find the right staff for your China office?



An effective market entry strategy ensures optimal use of corporate resources. At China Business Solutions we draw upon our joint expertise in business development in both UK and China to help you examine the critical elements:

Our aim is to help you plan for success in China. We are here for you step by step, whether you have already some plan to enter China, or yet to even think about it but know you have to go there to explore the market potential.

An effective market entry strategy ensures optimal use of corporate resources. At China Business Solutions we draw upon our joint expertise in business development in both UK and China to help you examine the critical elements.

Our aim is to help you plan for success in China. We are here for you step by step, whether you have already some plan to enter China, or yet to even think about it but know you have to go there to explore the market potential.

For more details on the service and a review on how the process can work for you, please contact us:

**Tel:** 01223 421 968

**Fax:** 01223 281 700

**Email:** [info@ChinaBusinessSolutions.com](mailto:info@ChinaBusinessSolutions.com)

**Website:** [www.ChinaBusinessSolutions.com](http://www.ChinaBusinessSolutions.com)

China Business Solutions Ltd

St John's Innovation Centre, Cowley Road, Cambridge, CB4 0WS, United Kingdom Tel: 0044-1223-421968 Fax: 0044-1223-281700  
website: [www.chinabusinesssolutions.com](http://www.chinabusinesssolutions.com) email: [info@chinabusinesssolutions.com](mailto:info@chinabusinesssolutions.com)

