

Introductions & Presentations

Introductions.

There are many roads in China and the best-marked most often lead to nowhere. To quote from the Australia Trade Commission, Austrade, 'Market Entry Strategies for China',

"The Chinese market is extremely complex with a multitude of governing bodies and industry players. It is crucial to understand how these networks operate, who are the key players and how to gain access to them. Quotas and import permits are often enforced in an arbitrary and non-transparent manner."

There are very few foreign business operations in China that can actually do what they promise. One that can is Global Access China (www.gac-china.com), it is in a unique position and can guide foreign businesses, with a lot of help from their friends, through the maze to the most grandiose marketplace imaginable.

"To the foreign observer it looks so easy. They have read the books by studying the fly-leaf and conjecture the ending from the introduction. They have no idea of the contents, but because they once read a book by the same author, believe they do." Do so at your own peril.

Presentation

Clients are expected to conduct themselves and dress in a business like manner at all times and to be suitably prepared with translated documentation, demonstrable models and support material, samples, but most importantly be thoroughly conversant with the subject matter. If you have audiovisual material this is most welcome, but please have a Chinese person do a voice over in Chinese (Mandarin). Hard copy is very important, especially commercially printed material, but please bring sufficient for the purpose. Should you bring surplus we can store it for future dissemination, as often we get call for material after the client has returned home.

China needs entrepreneurs, China does not need workers – it has too many already. Vast opportunities exist in China for those who can do what the Chinese cannot; however, China has only three methods for qualifying business associations – Proven track record and mature product, academic qualifications or established Chinese cooperation.

Persons who have established a business relationship with China and have a proven track

record will be offered *exclusive opportunities* and be given beneficial and preferential treatment in future business dealings with the PRC.

With considerable fore thought, a lot of planning, patience, tolerance and, most of all, understanding, your entry into the Chinese market can be relatively seamless and successful.

Presenting Yourself In China

Come prepared to finish the way you start – no changing horses in mid-stream. The Chinese have difficulty with alternatives and options. All decisions, even the most mundane are arrived at by consensus. When I first arrived in China I could not understand why it took so long to order a meal and why there were so many questions for the waitress. Many foreigners have allergies and very strict dietary codes (wills and won'ts). So as to avoid loss of FACE it has become a virtual custom to ask foreign guests if there is anything they cannot eat; then establish with the waitress a menu centred on "wills" dishes that the guest has stated a preference for and to avoid the "won'ts".

If you went to Western Country with a product or service to introduce, how well would you prepare, what would you do in the way of a presentation. Would you ignore local business norms and protocols and demand attention because you are a foreigner?