



**CHINA BUSINESS FOR NEWBIES – DOING BUSINESS IN CHINA
TWO-DAY TRAINING COURSE**

**Four interactive workshops will include practical and anecdotal information with
group and individual exercises**

DAY ONE – AM Session 1

Introduction & overview of the China market	Geography, demographics & history Society and popular culture Why companies should be looking at China for a trading partner, trade statistics, advantages & benefits of China as a market Current Economy & Politics Current Social and Business Issues
Chinese Perspectives and Behaviour	What we think about China What the Chinese think about us (and themselves) How the Chinese behave and why Guanxi Networks, connections & promises
Getting Started in China	How to identify opportunities in China Researching the market <ul style="list-style-type: none"> • Where to find sources of information on the internet, look at different databases and web-sites Identifying potential partners <ul style="list-style-type: none"> • Where and how to find partners in China

DAY ONE – PM Session 2

Approaching the market	Market entry options <ul style="list-style-type: none"> • Selling directly and indirectly • Using agents or distributors • Setting up a formal presence in China – advantages & disadvantages • Brief overview of investment vehicles in China • A look at the forms of investment vehicles from Representative office to WFOE (Wholly Foreign Owned Company) – advantages & disadvantages of each and the cost of setting up a formal presence
Selling to China	Marketing <ul style="list-style-type: none"> • What you need to take into consideration to market your product/services in China Financials

	<ul style="list-style-type: none"> • What you need to take into account when selling to China, eg import duty, import VAT, intermediary margins, distribution costs etc
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DAY TWO – AM Session 3

E-commerce in China	Introduction to e-commerce in China Cross border e-commerce
Challenges of doing business in China & risk mitigation	<p>Due diligence</p> <ul style="list-style-type: none"> • How to carry out due diligence on a Chinese company/potential partner <p>IPR</p> <ul style="list-style-type: none"> • Do you need IPR as a company? What should you take into consideration when exporting your product or sourcing in China <p>MOU's & contracts</p> <ul style="list-style-type: none"> • What type of contracts are required for sourcing and selling and what the contracts actually mean to the Chinese • Examples & differences • Are they set in stone?

DAY TWO – PM Business Culture Briefing

Preparations for visits to China	Schedule of meetings Use of interpreters Business cards
Format of business meetings	Different styles of meetings Business etiquette Preparing your presentations Mutual benefits Preparing your offer
Communication in China business	Using WeChat Business interactions/negotiating Building business relationships Language and communication challenges Negotiation techniques How to communicate without misunderstanding Follow ups
Banqueting & hospitality	What to expect and how to behave Gift giving
Practical hints & tips for visiting China	Flights, accommodation, tipping, shopping, customs
Receiving visitors from China	Planning itinerary Interpreters Hosting