



Doing Business with China

Are You China Ready?

East-West | **Focus**
International Inc.

Winnie Fung

China Market Entry Strategy

◉ Knowing the China Market

➤ Visit China

- Gain better perspective & understanding the market potential
- Great insight into China's business climate & its people
- Chinese companies respect face-to-face meetings

➤ Understand Your Market Opportunities

- Market & Sector Information (DFATD, TCO)

China Market Entry Strategy

- ◉ Knowing your business
 - › Understanding your business capabilities, resources, and experience
 - › Readiness and Willingness to commit a significant amount of time assessing and cultivating opportunities
 - › Self assessment of your readiness (Toolkit/checklist)

China Market Entry Strategy

- Successful Market-entry Strategy
 - › Identify regional/targeted efforts
 - › Product positioning
 - › Distribution & Sales Channels, agent or distributors, trading house, local agents
 - › Well qualified partner
 - › Localization
 - › Sales Service/Customer Support
 - › Trade financing, trade regulations, customs and standards, due diligence

China Market Entry Strategy

● Business Development/Trade Promotion

> Trade Shows

- Important vehicles for identifying representatives
- Excellent venues to gauge market interest, develop leads and make sales
- Trade Shows: CCPIT, HKTDC,

> Trade Missions:

- Regional focus, sector focus
- Industry leaders, Mayors or government officials
- Varieties of activities
- Follow up visits
- Business Associations, Ministries,

You Have Support

◉ Canada

- › Department of Foreign Affairs, Trade & Development (DFATD)
- › The Canadian Trade Commissioner Office
- › Ministry of Economic Development, Trade & Employment
- › Export Development Corporation (EDC)
- › Ontario Chamber of Commerce (OCC)

You Have Support

- Consulate General of PRC in Toronto–
Commercial Consul
- China Council for Promotion of International
Trade

Hong Kong Economic & Trade Office

- Hong Kong Trade Development Council
- Sectoral organizations/ associations
- Business associations
- Private Consultants/Consulting firms

You Have Support



China Council for the Promotion of
International Trade
中国国际贸易促进委员会

Yun Chang
Chief Representative
Representative Office in Canada
China Council for the Promotion of International
Trade (CCPIT)
China Chamber of International Commerce (CCOIC)

You Have Support



- Established in May 1952, China Council for the Promotion of International Trade (CCPIT) is the most important and largest trade promotion organization (TPO) in China.
- Its aims are to promote trade, investment and technological cooperation between China and other countries .
- CCPIT & CCOIC set up its Representative Office in Canada in 1989. Promoting Chinese companies to invest in Canada
- Promoting Canada's Export to China
- Facilitating business missions between Canada and China
- Providing consulting services to Chinese & Canadian companies

You Have Support

Hong Kong Trade Development Council (HKTDC)



Market Intelligence

Business Partners

Going to the Market



HKTDC Industry-Specific Trade Missions to Hong Kong

◎ **Finance** (Jan)

◎ **Film** (March)

◎ **ICT** (April)

◎ **Medical Devices** (May)

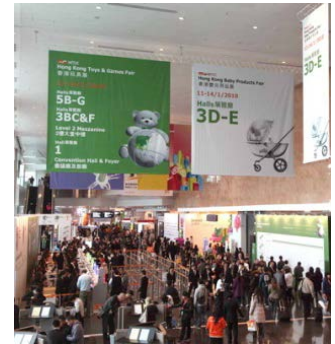
◎ **Food** (August)

◎ **Environment** (October)

◎ **Logistics** (November)

◎ **Wine** (November)

◎ **IP Trading** (December)



ASIAN LOGISTICS & MARITIME CONFERENCE

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business opportunities in Asia**

November 7, 2013

Hong Kong Convention and Exhibition Centre



Canadian Supply Chain and Logistics Mission to Hong Kong November 5 – 8, 2013

- Tentative programme:

- November 5 (Tues):
 - - Arrival in Hong Kong
- November 6 (Wed)
 - - Optional ALMC side programmes in HK
- November 7 (Thurs):
 - - Participation in ALMC 2013
- November 8 (Friday):
 - - Various optional programmes in HK or departure from HK



You Have Support

- Contact info:

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Thank You !



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