

Doing Business in China



China-Britain Business Council

China Britain
Britain
China Britain

英中 China-Britain
Business Council
英中貿易協會

Where to Begin?

- Daunting prospect
- Strategic approach
- Reliable Research
- Your ambitions and capabilities



Ask yourself . . .

- What are the unique selling points to your business proposition? Will there be a market for your product?
- Are there any legal barriers to your business mode
- Where in China would you start?
- Do you have sufficient resources (management time, project finance and expenses) to fund your China projects?
- Who will be leading the project within your company?
- Do you need to work with a partner in China to succeed? Can you communicate with them effectively?
- Have you evaluated business risks (such as protecting your IP) and conducted research and due diligence?
- Do you know how to secure payment?



Intellectual Property

- Main reason for not looking at China
- Improved legislation from central government
- Trademarks & logos
- Take independent legal advice



Research

- Desk research
 - Time consuming
 - Language
 - Unreliable: pace of change

Talk to 'experts' and together work out a bespoke plan for your business.



Finding a customer/partner

- Found yourself or approached
- Third party introduction
- Trade shows and exhibitions
- Trade missions



Finding a customer/partner

- UKTI – Overseas Market Information Service (OMIS)
 - Tailor-made list of potential customers, agents, distributors, partners
 - Arrange technical seminars in China



Potential partner

- Due Diligence
 - Letter of Credit from bank
 - Business Licence

The legal representative of the company

The name and address of the company

The amount of registered capital which is also their limited liability

The type of company

The business scope

The date it was established and the period of its business



Potential partners

- Due Diligence
 - State Administration of Industry and Commerce (SAIC)
 - China's Companies House



Business culture

- Relationships
- Entertainment
- Gifts
- Meeting protocol
- Negotiations



CBBC

“The China-Britain Business Council is the UK’s leading organisation helping UK companies grow and develop their business in China.”



CBBC

Business Sector, Business Culture, and Local knowledge from 11 offices in China and 9 UK regional centres.

Translation, Interpretation, Business Visa Invitation Letters.

Business culture training.

Business issue seminars.

Business networking in UK and China.

Corporate discounts on travel arrangements.

Research on market, clients and suppliers.

Soft landing and temporary offices.

Assistance with local recruitment.

Assistance with establishing a presence.



谢谢

Thank you

Michael.Thomas@cbbc.org

www.cbbc.org

