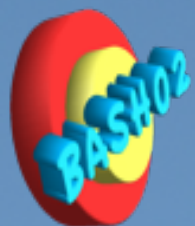


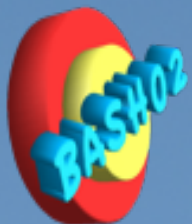
Pleased to meet you!

很高兴認識你
はじめまして



Hope is like a road in the
country; there was never a road,
but when many people walk on
it, the road comes into existence.

LIN YUTANG,
The Wisdom of China



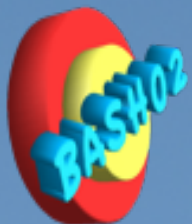
CHINA

Population
1 350 000 000

Area
9 596 961 sq km₂



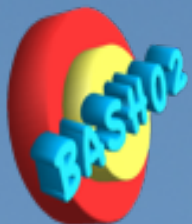
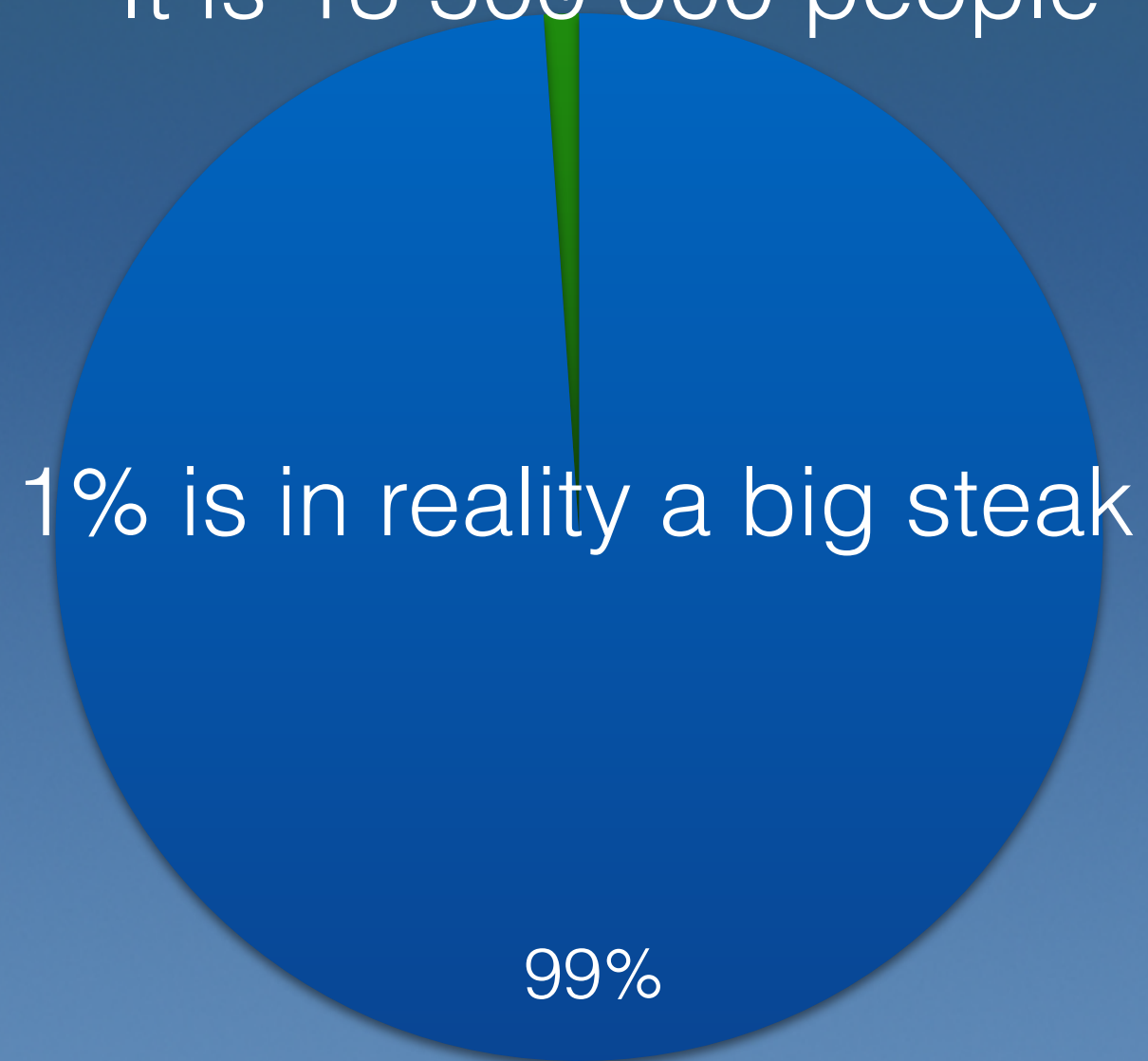
ENORMOUS MARKET



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Average hope is to have 1% of Chinese market
It is 13 500 000 people

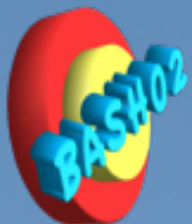


Entering Chinese Market

11 issues to keep in mind at first

1. Your business or product is accepted by the authorities and customers
2. Intellectual Property Rights
3. Registration, Certification and Licensing Requirements
4. Focus of main business or product
5. Tax and Import Duties
6. Law (Labor Law, Contract, Legal issues)
7. Foreign Exchange Regulations
8. Real Estate “ownership” in China
9. Different business culture
10. Having enough resources and will to take the road
11. Presence - Contract based, RO, WFOE

and then



What do You need to advance

To have an expert consulting and minimising the costs
whatever Your plans are

Have a best product You believe in

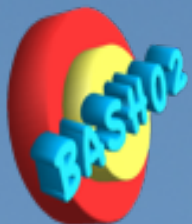
Have s story

Careful financial planning

Finding the right and trusted partners

...and to have some **Guanxi**

...and most important, have a **OPEN MIND**



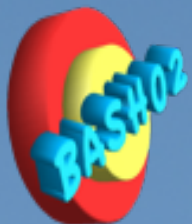
What **You do not need** to advance

Previous knowledge and experience from other markets,
it is **CHINA**

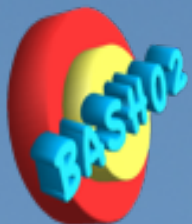
University graduate “specialist” - they may mess up everything. Keep them to gather experience and You'll have an expert on Your pay list later.

Person You know, living in China and willing to start the business. Why he/she is starting it now

The person who can not be the member of “Star Trek”



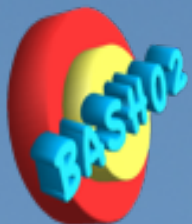
Surprise - you are not the first on the Market



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BE PREPARED... REAL HARD WORK STARTS AFTER ENTERING TO CHINA AND FINDING SUITABLE BUSINESS PARTNERS

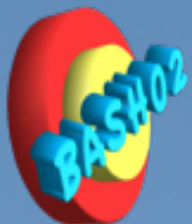




Never ending negotiations

Everything is changing
all the time

Without promotion
there is no growth



**PLEASE DO NOT HESITATE TO CONTACT US
FOR FURTHER INFORMATION**

info@basho2.jp

THANK YOU!

