

Challenges and Success Factors

Public authorities, legal framework

- Laws and public authorities complicate market entry
- Multiple criteria enter into site selection: legal, structural, ...
- Establishment of Chinese subsidiary supported by partner network
- Concept of law differs from western expectations
- Public authorities interfere with schedule and success of founding project
- Protection of patents and know-how

Exploit business potential by

- localizing goods, services and market communication,
- tuning your sales strategy to local requirements,
- localizing procurement, production and after-sales service,
- cooperating with local partners e. g. in joint ventures.

Human resources

- Launch integration programme to promote teamwork between Chinese and foreign personnel
- Avoid churn of well-trained employees
- Recruit local executives
- Foster staff's identification with the company and its brands