



## Looking for ways to increase sales in new markets?

**Is your company interested in business opportunities in High Growth Market – China?**

**If you are new to exporting, or just thinking about it, you can benefit from attending a FREE one-day high growth market workshop on China.**

### **High Growth Market Workshop - China**

**When:** Tuesday 14<sup>th</sup> October 2014  
**Where:** Radisson Blu Hotel, Birmingham  
**Cost:** Free to eligible West Midlands SMEs

### **About the workshop:**

If you or your company wants to succeed in China, this High Growth Market Workshop can help you to maximise your potential and avoid serious mishaps.

Understanding and appreciating intercultural differences ultimately promotes clearer communication, breaks down barriers, builds trust, strengthens relationships, opens horizons and yields tangible results in terms of business success.

### **Benefits of attending:**

- Understand China and the mindset of Chinese people; Chinese culture and its influence of doing business
- Increase confidence and effectiveness in communicating and maintaining relationships with Chinese partners
- Learn what the current market offers
- Discover how to find and use Business Opportunities
- Develop a business strategy to approach, enter and develop the market
- Gain the skills to present your company and build strong mutually beneficial relations

### **What you can expect from the workshop:**

Presented by China specialists Mark Eaton and Stewart Ferguson from The China-Britain Business Council, the workshop will focus on the following areas:

### **China – Myth or Magic**

Introduction to the current Chinese economy in different business sectors and in different regions of China to create a better knowledge of what can be attained in the market but also what actions are required to prepare best for the market.

### **Business Opportunities**

Introduction to sources of business opportunities: Market Visits: Bespoke Research: Overseas Exhibitions; Chinese delegations.



## Market Entry, Market Strategy, and Business Guides

Does market entry require a presence, if so, what form can that take?; How to promote your business through effective marketing in China through seminars, exhibitions and most importantly social media and on-line; The challenges and options available in areas such as intellectual property protection and human resources.

## Business Communication

Chinese culture is ancient and has developed completely separate from our own. As such, their world view, values, and style of communication is different to ours. Chinese business hierarchy is typically different from a Western approach. Although this is changing in companies with younger management, old influences still hold sway. The main issue facing UK companies is how to identify decision makers and how to present and communicate with them to put forward their agenda. The details of how to start and maintain a professional relationship which has specific goals will be introduced together with examples of pit-falls and strategies to avoid and overcome communication barriers.

## 1-2-1 Development Clinics

The presenters will be available to discuss on a 1-2-1 basis with individual companies to discuss areas they would like to develop after the main presentations.

Lunch and refreshments will be provided throughout the day. Places are limited with expected high levels in demand. We recommend booking as soon as possible to guarantee your place. Places are limited, so please note there will be a £50 cancellation fee if you cancel your booking after Tuesday 7<sup>th</sup> October 2014.

## To book your free workshop place please visit:

[www.wmbusinessexport.co.uk/newexporters](http://www.wmbusinessexport.co.uk/newexporters)

Email us at [info@wmbusinessexport.co.uk](mailto:info@wmbusinessexport.co.uk) or call us on **0247 623 6406** for further information.



Funded by the European Regional Development Fund (ERDF) and managed by Coventry University Enterprises Ltd, the West Midlands (SME) Internationalisation Project is jointly delivered by UK Trade and Investment and West Midlands Chambers of Commerce and aims to increase the number and competitiveness of eligible West Midlands SMEs operating internationally.