



THE AUSPICIOUS EIGHT TIPS TO SUCCEED IN CHINA



China, the largest market in the world, is becoming a more sophisticated and competitive place to do business. If you want to tap into this market, you'll have to navigate wisely. For those willing to test their skills in the Middle Kingdom, these tips from companies who have had success in China can help.



1 KNOW YOUR AUDIENCE



The Chinese government plays a significant role in the Chinese private sector. Customize your company's "elevator pitch" to suit an audience made up of potential customers and government officials -- who will want to know how your company will contribute to trade and commerce.



2 BUILD CIRCLES OF INFLUENCE

In the past, the Emperor's word was the mandate of Heaven. In today's China, building consensus for support is the way to do business. Identify those who have a direct role over, or can help support, your objective -- whether it is a license approval or a major contract -- and earn their buy-in.



3 THINK LOCAL



Whether it is a joint venture or philanthropic partner, find ways to develop allies within the system. It is always more effective to have Chinese influencers advocating for you in China, just as it is more impactful in the U.S. to have leading mayors defend the Chinese companies that bring jobs and employment to their cities.

4 SHOW UP

Even in the digital age, nothing takes the place of the personal touch -- this is a global truth, including in China, so travel there, get to know your partners, customers and employees. Business. If you want to tap into this market, you'll have to navigate wisely. For those willing to test their skills in the Middle Kingdom, these tips from companies who have had success in China can help.



5 BRAND THE BOSS

In a personality-based culture like that found in the Middle Kingdom, creating a profile for the CEO is often as important as branding your product. Charismatic CEOs who are their own brand are the ones are asked to speak at the biggest events -- the ones that attract government leaders, offering unparalleled networking platforms.



6 TAKE A LONG VIEW



The Chinese are proud of their 5,000-year history, and this is reflected in their sense of time. While China is always on the move, deals can move like molasses, until they don't. The slow/fast pace can be disconcerting, so stay focused on your long-term objectives and respect the process of an ancient culture.

7 FENG SHUI YOUR BUSINESS MODEL



Keep your eye on your ultimate objective, don't deviate from the core of your model that is your competitive advantage, and be flexible on both the path to reach it and in the final form that your business takes.

In feng shui, a meandering path like a flowing river is the most auspicious. It can be the same in accomplishing your goals in China.

FOLLOW THE RULES -- RESIST THE TEMPTATION OF THE "GRAY SIDE"

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Just a little over twenty years ago, China didn't even publish its trade laws; they were viewed as a national secret.



Transparency has come a long way, but laws still can be vague and open to wide interpretation.

Cutting corners or taking advantage of the "gray areas" that your Chinese competitors might inhabit is an invitation for the government to make an example out of you and your company.