

INTERNATIONAL TRADE SPECIALISTS

CVEN

A World of Opportunity

Presented by Rofer Yu

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Grow your business opportunities in China

Presentation

- CVEN introduction
- Export benefits
- Barriers to doing business in China
- Customer engagement
- Chinese business negotiation tips



- Started as a network to provide export training and networking opportunities in Central Victoria
- Collaborative partnership between Federal, State, Local Governments and Industries
- Helping businesses explore, develop and secure real export opportunities
- Industry specialists - research, logistics, marketing, grants, business development
- Functions as your export department





Why export?

- Increase your sales and profit potential
- Spread risk
- New ideas & new management practices
- Better marketing
- Improve competitive abilities





Doing business in China – win your deal

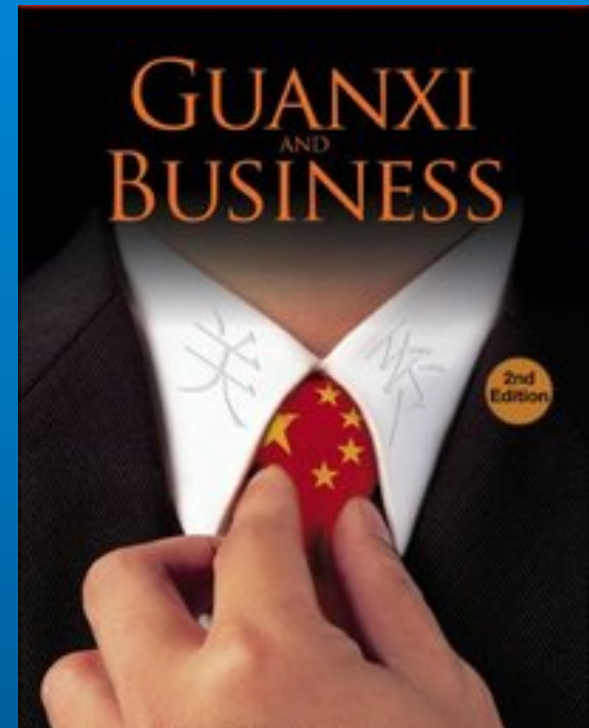
- Know your audience
- Understand your competition
- Know what is required
- Get yourself ready





Doing business in China – Barriers

- **Cultural difference**
 - New in business (more than 30 years)
 - Relationship (Guanxi) is key
 - Regional differences
 - Different philosophy
- **Language difference**
 - Language skill versus business skill
- **Communication challenges**
 - Yes does not always mean yes
 - Customer's expectation versus your offering
 - What is clear to you might not be clear to your buyer





Doing business in China – customer engagement

- Understand the type of customer
 - Trader
 - Distributor
 - Consumer
- Identify the right customer
 - Leverage network
 - Trade shows & events
 - Marketing (social media, advertisement)
- Maintain the customer relationship





Chinese business negotiation - understand the market

- Is there an existing or potential use for the product?
- Protocol, import licensing, labelling, duties and mark-ups
- Competitive products (local or imported) in the market
- Adaption/modification required ?
 - Labeling, pack size, care instructions, assembly
- Distribution channels
- Go & visit the market (Retail stores, trade shows)





Chinese business negotiation – be ready

- Communicate the right message to your audiences
- Develop communication materials and marketing tools
 - Company profile
 - Product range
 - Packaging information
 - Pricing & terms





Chinese business negotiation – be supportive

- China Customs Clearance
 - Understand what is required
 - Clarify your document set
 - Precise export documentation
 - Engage capable clearance agents
- Support your customer in the market





Tips for doing business in China

- Be capable
- Be presentable
- Be confident
- Be supportive
- Be patient

– a deal is never a deal until \$ in your bank





Question?

Thank You

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