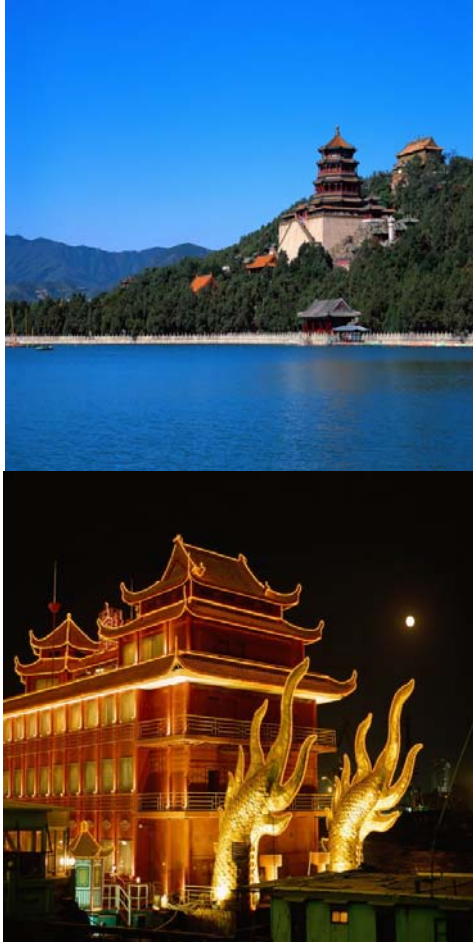


# Your China Business Partner

EXPLORE



## Background

China Chinese and Western cultures have different ideas of how to communicate, build business relationships and solve problems. Problems arise when one or both sides do not know, understand, respect or pay attention to how the other side 'sees' things.

China's enormous size, its aging population, consistent double-digit industry growth in the past two decades and on-going healthcare reform have convinced even the most conservative industry analysts to offer optimistic views about China's future.

There are success stories from all categories of players, whether they are foreign or local, large or small, newcomer or established, private or state-owned. However, to be one of the success stories require a thorough understanding of the sector, ability to face and tackle challenges, flexibility to deal with changes, and skills to manoeuvre through complex situations.

For example, we think it is better to recruit a local-trained worker over an American MBA graduate Chinese worker.

We also think it is better to focus not on the wealthier middle-class Chinese, but on the less-wealthy – as this is a far larger market.

Also in China – negative press is not always a bad thing, like it is in the States.

Brand image is less important in terms of marketing than attractive promotions that create interest in a product.

## PRI can help you with:

- Contemporary trends, issues and challenges
- Future growth drivers, opportunities and outlook
- Intellectual property/patent related issues
- Pricing and reimbursement/health insurance system
- Manufacturing, marketing and distribution channel strategies
- Regulatory process for new manufacturing development and registration
- Considerations for developing successful China business strategies
- Rising global importance of China – sourcing and licensing opportunities

China is the place for markets, services and products; as well as sourcing parts, engineers and manufacturing contracts.

With our 20+ years experience here in China, we are fully equipped to help you and any China related issues you have.

