

# Be Successful in China

## Your guidance on how to be successful in China



### Who we are

EliteGlobal is the Chinese consulting company, offering various services to international customers in the cooperation with China.

It is in our company's philosophy to provide our customers one-step consultancy, support to have a ease cooperation between the West and China.

Our team has over 15 years' of experience in international business across various industries. We have a team of local Chinese and Western professionals who have both acquired working experience in China and Europe.

Our customers choose to cooperate with us because we have a real understanding of the difference in culture and mindset between China and the West. We have a wide network in China both in commercial and political circles. Our expertise and dedication allow us to get things done efficiently



### What we do

We aim to help you to establish your business successfully. And the major sectors of our services we offer you the service to work in China are as the following:

1. Market entry and startup
2. Sourcing and product development
3. Brand development and distribution
4. Public relationship
5. Technology transfer and intellectual property
6. Business implementation
7. Mergers and acquisitions
8. Legal advices on IP, international contract, HR, company evaluation and acquisitions in China

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## Opportunity in China

In 2018, China, as the world's second-largest world economy, have the GDP of \$14.09 trillion that accounts for 16.1% of global GDP. China is already the world's largest economy on a purchasing power basis

## Risk in China

The 2017 World Bank's [Doing Business report](#) ranks China 46th in the world for overall "ease of doing business".

## Failure in China

You shall know Facebook and Google are blocked in China, YouTube cannot be launched in China, Ebay failed in China, Microsoft is not doing well in China either. Home Depot is not successful in opening stores in China. Over 40% of startups failed in China from Europe by spending lots of money and having no results.



## Things you shall avoid in China

If you want to succeed to do business in China and avoid the mistakes that the foreign companies have done and failed in China, you shall be aware of the following mistakes:

1. Not understanding the market and the culture: Chinese customers have completely different mentality from the other countries, they completely have different way of thinking in desire and way to approaching to the target.
2. Can't find the right local partner, easily get difficulties in the communication and cooperation with local partners which lead to a disadvantage in doing business in China.
3. Do not know how to meet the local government's interest to have a smooth policy support to do business in China.
4. Always spend massive money on the wrong things that do not help to bring any result.

For more information, please visit our website [www.globalelite.be](http://www.globalelite.be) or email to us at [yenal@globalelite.be](mailto:yenal@globalelite.be)

