



10 reasons why some companies are NOT successful in the Chinese market

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Why am I able to help you?



Leading expert on inbound investment to China

16 years experience in corporate services and compliance in China

Author of hundreds of publications on investment into China

Worked with over 500 international companies, across industries and sectors on their market strategy, implementation and growth in China

Speaker across a number of China-specific associations around the globe.

Creator of the China Roadmap program

E-BOOK on
5 INSIGHTS TO CONSIDER FOR YOUR
CHINA BUSINESS DURING THE COVID-19 OUTBREAK

COVID-19



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Interested to receive a copy – Email kristina@woodburnglobal.com with “China Ebook”



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What are we covering today?

- Refusal to adapt
- Too much / Too little involvement in the detail
- Insufficient care when hiring
- Number blindness
- Market assumptions
- Control freak leadership
- Marketing bias
- Cultural diversity
- Lack of vision
- Fear



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Reason 1:
Refusal to adapt





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Reason 2:

Too MUCH or too LITTLE involvement in the detail

*As your business becomes more established, it's important to spend more time working **"on"** the business instead of **"in"** the business. By this perspective it may be more advantageous for you to outsource then keep everything in-house.*



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Reason 3:
Insufficient care when hiring

A business is only as good as its people.

Do your employees have the talent, creativity and inclination to take your business forward?



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Reason 4:
Number blindness

*A good CFO in China could be your most important hire of all
(and don't forget you may even want to **outsource** the role to a team of experts)*



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Reason 5:
Market assumptions

*It pays to know your market –
it's the difference that will be your route to success*



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Create your **business plan and budget** and incorporate these 10 items into the plan:

- Current Environment
- Competition
- Money
- Resources
- Technology
- Future Potential
- Legal, Tax and Compliance
- Customers
- Challenges
- Goals



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Reason 6:
Control freak leadership

*Empower your staff in China step by step and **encourage** their activity*



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Reason 7:
Marketing bias

*Be prepared, in China, to spend a significant chunk of your growth budget on marketing. If you want to be taken seriously among the big hitters, you need to look like a big hitter yourself. **The time for keeping a low profile is past.***



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Reason 8:
Cultural diversity

As a business owner you are your company and as your company adapts itself to the Chinese market, so do YOU!



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Reason 9:
Lack of vision

Sharing is caring – you need a collective vision



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Reason 10:
FEAR

GET HELP and BUILD YOUR ECOSYSTEM!



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Top Tip for Today

Knowledge is Power

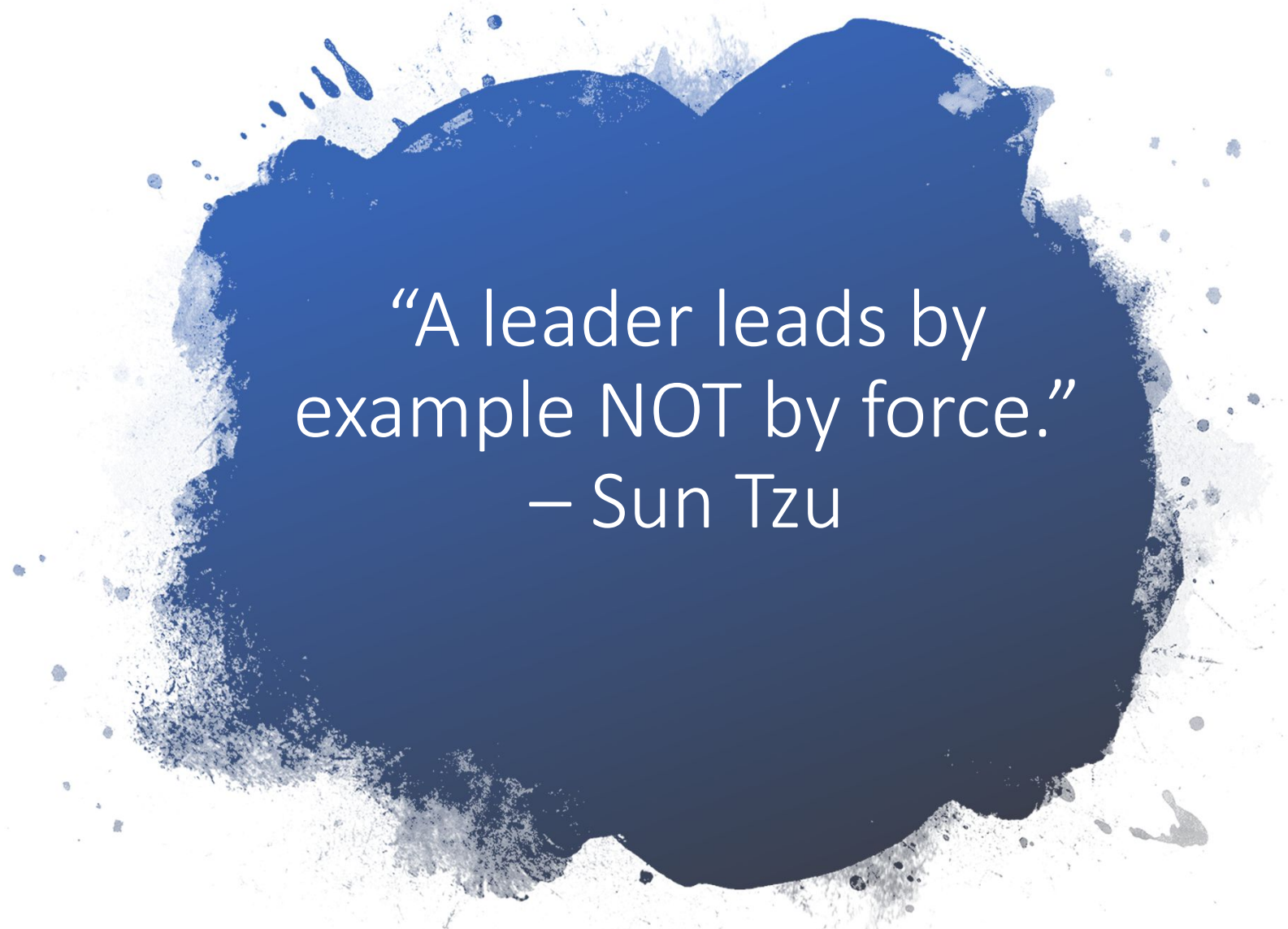
The more you listen to war stories and learn from the market, your people, your advisors, the greater success you will have in the market



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Do you think you have what it takes to be an effective leader in China? What ingredients do you need?

1. Vision
2. Passion
3. Walk the Talk
4. Communication
5. Courage



“A leader leads by
example NOT by force.”
– Sun Tzu



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How can we help you?

1. China Roadmap Program
2. Business plan and budget validation
3. Incorporation advisory
4. Implementation and growth services



INVEST

ASK US A QUESTION OR TWO



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