

CHINA CENTRIC ASSOCIATES

BEIJING • CLEVELAND • HONG KONG • SHANGHAI • ZHUHAI



MARKET PARTNER PROGRAM

A LOW INVESTMENT RAPID PATH TO CHINA SALES SUCCESS

SELL INTO THE WORLD'S FASTEST GROWING LARGE MARKET!

China's GDP will grow 8-10% annually according to the World Bank and consumer spending is growing at a double-digit rate. In almost every industry, China is an unprecedented market opportunity that must be attacked soon or early entrant advantages will be lost.

Key market dynamics are often different in China -- buying behaviors, demand drivers, product features market channels, and many others. Through focused y g market research, China Centric identifies the key market attributes, and advises companies how to refine their Western marketing practices for optimal China market penetration results.

China Centric plans and manages all in-country marketing and sales activities, leveraging decades of China commercial experience with major multi-national companies:

- without the need for a costly legal entity to get started;
- without the need for direct employees requiring management oversight;
- without in-country administrative requirements... China Centric absorbs all administration;
- with access to full Western-grade sales office infrastructure including conference rooms, telecom/datacom, video conferencing, reception support, and local collateral support;
- with access to the China Centric in-country team for surge project requirements.

THE CHINA CENTRIC STRUCTURED CHINA MARKET PENETRATION PATH

Pioneering: *Collect and assess market intelligence on products, competitors and channels; develop and execute a market entry program built on a local fact based strategy*



First Gen Sales: *Develop channels; build initial sales momentum and establish the important internal and external resources essential for long term success*



Sustained Market Development: *Agressive management and execution of local marketing and sales programs building long term capabilities and market reach*

WHERE EXPERIENCE AND EXECUTION CONVERGE