



## CHINA STRATEGY WORKSHOP

WHAT ROLE WILL CHINA  
PLAY IN YOUR FUTURE...  
NEED A CHINA STRATEGY?

**CHINA WILL IMPACT EVERY  
BUSINESS ON EARTH...**

**NO COMPANY IS IMMUNE.**

**IS YOUR COMPANY  
PREPARED?**

The China Strategy Workshop is a structured program facilitated by a seasoned China Centric partner and associate that enables your management team to collaboratively assess whether China is a market or a competitor... a source or manufacturing opportunity... or all of these. There is no one-size-fits-all answer. Your strategic path will be unique and customized to your company, market, operations and organizational dynamics.

### **STRUCTURED PROGRAM:**

#### **Pre-meeting Survey Questionnaire**

To prep your team and China Centric, a questionnaire is sent to the company participants individually to collect their perceptions and concerns about issues such as: markets, competitive drivers, products, technology, operations, and organizational readiness.

#### **Day One:**

A beginning two-hour presentation on the basics of and the differences in doing business in China; review of pre-meeting survey responses, and analysis of China-related challenges and opportunities; along with clarifying and completing data collection in group discussion.

#### **Day Two:**

An analysis of your strategic options in China from do nothing, to very complex; China Centric's team will assess the pros and cons, costs, time-sensitive requirements, and risks of the alternatives open to the company.