

Step 1: Plan Your Entry into China

Are you ready for China?

Make your entry to China successful

This interactive program will help fast-track your Market Entry Plan into China. By the end of the program you will know if China is the right market for you and you'll have a roadmap to navigate the challenges and hurdles.

These are just some of the points we will cover:

- Are you export-ready for China?
- Is there a market for your products in China?
- How should you approach taking your business to China?
- What resources and skills do you need?
- What is so different about doing business with China?
- What impact will entering the China Market have on your existing business?



Many SMEs are unaware of the opportunities in China and, more importantly are unsure about how to approach what may appear to be the massively daunting task of entering the China market. There are many examples of SMEs attempting to enter the China market with inadequate knowledge, preparation and training. The end result can be an expensive failure and lost opportunity.

To help guide you through the process of maximising the benefit to your company of entering the China market, Incite Management Group and Think Global Consulting are running an intensive focused assistance program comprising:

- 3 x ½ day workshops on key issues
- 9 hours of one-on-one support

During this time you will explore new opportunities and exchange ideas with a group of like-minded business owners and managers who all have the same objective; to (a) build their China Market Entry Plan, and (b) prepare for the 8 Day China Immersion Program (Step 2).

Step 1 of the 88 Day China Marketing Challenge is brought to you by:

Step 1: Plan Your Entry into China

Cost: \$3,000 + GST

WORKSHOP 1: QUANTIFYING THE OPPORTUNITY

Friday 9th October, 2009

China is a market with different characteristics, size, scale and complexities. This workshop will help you to understand the risks, rewards, opportunities and challenges of entering the China market. It will also help you develop your value proposition for the Chinese market enabling you to start developing your roadmap to a successful entry into China.

WORKSHOP 2: MARKET ENTRY AND EXPORT PLANNING

Friday 30th October, 2009

Failing to plan is planning to fail. What is required to enter a market like China? We will review the process of entering new export markets, including developing your export plan. We will alert you to market entry strategies (both the pros and cons). We will help you to understand the resources and skills required in exporting (including managing the risks e.g. IP protection) but most importantly you'll get a clear picture of the potential impact on your existing business.

WORKSHOP 3: YOUR PRODUCTS AND SERVICES IN CHINA

Wednesday 11th November, 2009

We will review the specific opportunities for your products/services in China. This will include determining your competitive advantage, and developing an overview of the China market for your products/services. We will support you in articulating, communicating and delivering your value proposition to the China market.

PLUS ONE-ON-ONE SUPPORT: The principals from Think Global Consulting and Incite Management Group will provide up to nine (9) hours of one-on-one support to maximise your benefit from Step 1 of the 88 day Challenge and help you build the right China Market Entry Plan for your business.

This program will help you prepare for Step 2, your **8 Day Immersion Program in China**. You will have a clear understanding of the opportunity for your product/service; you will know what is required to be successful and, more importantly, you will have a process to follow to execute **your** China strategy.



***Note:** Eligible companies may be entitled to claim reimbursement of some or all of the costs associated with the 88 Day China Marketing Challenge under one or more of the relevant Government Grants, Subsidies and Awards available to exporters.*

Step 1 of the 88 Day China Marketing Challenge is brought to you by:



Step 1: Plan Your Entry into China

Registration Form

Yes, I would like to register for Step 1: Plan Your Entry into China:

Name: _____

Organisation: _____

Address: _____

Phone: _____ Email: _____

ACKNOWLEDGEMENT

I understand that the cost of Step 1: Plan Your Entry into China is AUD\$3,300 (including GST) and that by ticking this box I am committed to paying this amount to the organisers and will be able to attend all three workshops.

PAYMENT OPTION 1 – CREDIT CARD*

Note: An additional fee of 1.5% will be charged for Visa and Mastercard payments and an additional 3.25% for AMEX payments.

Card type: _____ Expiry: _____

Card number: _____

Name on card: _____ Amount: **\$3,300**

Signature: _____ Date: _____

PAYMENT OPTION 2 – ELECTRONIC FUNDS TRANSFER*

Account name: THINK GLOBAL CONSULTING

BSB Number: 633 000

Account Number: 126 399 716

Please clearly mark the payment with your name.

PAYMENT OPTION 3 – CHEQUE*

Please make your cheque payable to: THINK GLOBAL CONSULTING

Post to: GPO Box 3891, Sydney, NSW, 2001

Step 2: 8 Day Immersion Program in China

21st – 29th November 2009

This 8 Day Immersion program includes a visit to China to participate in organised business activities, including business matching events and information sessions. Participants will finish the program with an in-depth understanding of the Chinese market and an appreciation of what it will take to get their business off the ground in China.

The 8 Day Immersion Tour includes:

- A comprehensive 8 day program in China, including visits to the cities of Hong Kong, Zhangjiagang, Shanghai, Ningbo, Beijing and a final retreat at the Great Wall.
- Briefing sessions involving local Government agencies, experts, associations, cross-cultural experts, centres of influence, local professional firms and service providers.
- Tailored individual business matching sessions, introductions and networking opportunities for each participant.
- Tailored activities, including factory visits, a visit to an economic trade zone, an investment forum and trade show, visits to professional services providers and meetings with local Government officials and regulators.
- An organised focus group to assess the local appetite for foreign goods, products and services.
- Networking dinners, receptions, banquets, forums and events.
- Facilitated workshops for each participant to design and develop your market entry strategy and approach
- The local involvement of established contacts within Austrade, HKTDC, Invest Hong Kong, Austcham and others

Beijing

Navigate the local environment to succeed in China

Great Wall Retreat

Consolidate your learnings and start developing your market entry plan

Shanghai

Develop your value proposition for Chinese consumers



Zhangjiagang

Learn how to set up your business in an economic trade zone

Ningbo

Engage with China's private sector at Innovation Valley

Hong Kong

Discover the gateway to China

Step 2: 8 Day Immersion Program in China

Cost: \$3,500 + GST (plus travel costs)

For each extra representative from the same company add \$1,100 + travel costs
For an accompanying spouse or partner add \$550 + travel costs

The benefits of attending this program are:

- A comprehensive understanding of the China market - the opportunities, challenges, risks, pitfalls and critical success factors
- Introductions to:
 - Local contacts, potential business prospects, customers, suppliers and/or buyers of your product or service
 - Centres of influence and local Government agencies
 - Service providers and local experts who will be critical to your success in China.
- The opportunity to develop your draft market entry strategy using local experts to support, review and direct your ideas.
- A high level of motivation to return to China to implement your market development strategy and to tap into the high growth potential of this emerging economic giant.

By attending this 8 Day Immersion program, you will fast-track your market entry strategy to China, saving you money, time, mistakes and reducing your risk.

Travel Arrangements:

In collaboration with our Event Managers, OnQ Event Management, we have negotiated a range of travel packages to suit every budget. Once registered we will provide you with their contact details so you can review the options and discuss your individual circumstances and requirements.



Please fill in the attached registration form to ensure your place on the tour.

Note: Eligible companies may be entitled to claim reimbursement of some or all of the costs associated with the 88 Day China Marketing Challenge under one or more of the relevant Government Grants, Subsidies and Awards available to exporters.

Step 2 of the 88 Day China Marketing Challenge
is brought to you by:



Step 2: 8 Day Immersion Program in China

Registration Form

Yes, I would like to register for Step 2: 8 Day Immersion Program in China:

Name: _____

Organisation: _____

Address: _____

Phone: _____ Email: _____

ACKNOWLEDGEMENT

I acknowledge that by ticking this box I am committed to paying the full amount required to participate in this Immersion Program and I have read and understood the Terms and Conditions associated with this step of the program listed overleaf.

PAYMENT OPTION 1 – CREDIT CARD*

Note: An additional fee of 1.5% will be charged for Visa and Mastercard payments and an additional 3.25% for AMEX payments.

Card type: _____ Expiry: _____

Card number: _____

Name on card: _____ Amount: _____

Signature: _____ Date: _____

PAYMENT OPTION 2 – ELECTRONIC FUNDS TRANSFER*

Account name: THINK GLOBAL CONSULTING

BSB Number: 633 000

Account Number: 126 399 716

Please clearly mark the payment with your name.

PAYMENT OPTION 3 – CHEQUE*

Please make your cheque payable to: THINK GLOBAL CONSULTING

Post to: GPO Box 3891, Sydney, NSW, 2001

Step 2: 8 Day Immersion Program in China

Terms and Conditions

Step 2 of The 88 Day China Marketing Challenge is a partnership between Think Global Consulting and China Blueprint. Your presence on the 8 Day Immersion Program in China will be deemed by the partners as confirmation that you have read, understood and agree to be bound by the following Terms and Conditions:

1. The dates of the Immersion Program will be 21st to 29th November 2009.
2. Tour itinerary: The operators reserve the right to change the form and content of the program at any time without notice;
3. Program Fee: You agree to pre-pay \$3850 (including GST) for attending the program. For each additional representative from the same company, you will pay an additional \$1,100 (including GST) or for an accompanying spouse or partner you will pay an additional \$550 (including GST). It is understood that the abovementioned fees do NOT include travel costs.
4. Travel Costs: You agree to organise and pay for your own airfares, hotels and other accommodation, some meals (other than those shown on the itinerary), and personal expenses including but not limited to shopping, sightseeing, hotel extras and/or other entertainment costs;
5. Insurance: You agree that you are responsible for investigating, organising and paying for personal travel insurance cover appropriate to your needs and circumstances. You agree to advise us of your travel insurance provider, policy number and contact details, as requested prior to departure;
6. Visa: We will provide you with instructions on how to apply for an appropriate entry visa for China. You agree that you will organise and pay for your entry visa. You agree to send us a photocopy of the inside front pages of your passport and the page on which your entry visa is affixed, as requested prior to departure;
7. Attendance and Participation: During the course of the Tour, it will be necessary for the Tour Leaders to give you instructions to ensure the enjoyment and safety of all delegates and you agree to follow these instructions at all times. You agree to attend all aspects of the Tour Itinerary, to arrive on time for each, to dress appropriately (as advised by us) and conduct yourself in a fit and proper manner.
8. Non-solicitation: We have an established network of professional contacts and associates to whom you will be introduced during the Tour. You acknowledge that this network is our intellectual property. You agree that if you wish to make contact with any individual you are introduced to during the Tour other than other delegates, you will do so via us;
9. Personal safety: You agree that we cannot be held responsible for any accident, injury or illness to you, or theft or the loss of your personal effects while on the Tour. You agree to take every precaution necessary to ensure your personal safety and that of your personal effects at all times;
10. Waiver of Rights: We will obtain video, photo and/or sound recordings of you participating in the Tour. You agree that we may use these at our sole discretion.
11. Cancellation Policy: We reserve the right to cancel the Tour prior to departure as a result of unforeseen circumstances or to ensure the personal safety of all participants. In this event, you will receive a full refund of all monies already paid. You agree that if for any reason you cancel your participation in the Tour you will email your notice of cancellation to us at our email address (support@thinkglobal.com.au). You further agree that if your notice of cancellation is received:
 - Prior to 5.00pm AEDT 50 days before the Tour departure date, you will be entitled to a full refund of your fees paid less a cancellation fee of A\$1,000 (no GST applies);
 - After 5.00pm AEDT 50 days before the Study Tour departure date, you will be entitled to a refund of your fees less a cancellation fee of A\$1,000 (no GST applies) less any costs incurred by us in cancelling your attendance on the Tour, which may be substantial. We will consider a request to transfer your registration to another person but retain the right to accept or refuse this request at our sole discretion.