

China project - Venture Capital/Investment

Customer:

A German venture-capital/investment company

Initial situation:

The German investment company wanted to invest in China at low risk, but had no experience in the China business.

Order:

The customer was looking for support with the arrangement of suitable investment projects in China and subsequent consultation in China.

Procedure:

Phase 1:

- In the context of a China seminar the customer was informed about the special features of the Chinese market and Chinese behaviour.

Phase 2:

- We introduced – thanks to our large network of business contacts in China – interesting projects that were exactly in line with their business and investment volume.
- The advantages and disadvantages of all projects were considered in the risk management.

Phase 3:

- After choosing from the suitable projects the current value of the companies/projects was determined by our business evaluation as well as our tax division.
- Our employees in China conducted negotiations and were present for the contract negotiations with the customer in China as a consultant.

Phase 4:

- After the investment company had chosen some projects in China, China Expert Consulting supervised the projects and helped them to grow by providing management consulting and marketing consulting.

Results:

- The customer was thoroughly satisfied as they had learned about China before embarking on the venture. The analysis of the project reduced the investor's risk considerably.
- Thanks to Western methods the value of the project was able to be determined in detail.
- The support during the negotiations made the work of the customer much easier.
- Through the ongoing support of the project by our management and marketing consultants the success of the projects were safe in the long run.