

## **"Seminar Market entry in China"**

Welcome!

Thank you for your interest in our seminars.

### **Market Entry**

Market entry in China is not as simple as internationally experienced managers often imagine, because China is very different from the Western world. We will inform you about these unusual problems in our seminars so that your business in China will be successful.

### **Seminar contents:**

We start with the possible ways of investing and trading in the current political and legal conditions. We explain Chinese business law and the features of making contracts as well as the problems with foreign exchange and currency trades. In addition; you learn which unusual features have to be taken into account in different industries.

We explain to you how you go about finding the suitable location and partner for your China business. In addition, we tell you which company form you should choose in China by explaining the advantages of business management from a legal and tax point of view if this is your meaning. In addition, you learn how the approval procedures will be carried out and how you can get the required approval as well as the desired investment aids; also, the topics of searching, choosing and employing staff will be discussed.

Moreover, you will become informed about trade law, real estate law, liability, labour law, social law as well as tax law. We also explain to you how legal proceedings work in China.

### **A sample of questions answered in this seminar:**

- Which market entry strategies are advisable, e.g. export/trade or direct investment?
- Which consequences does China joining the WTO have?
- How is the current political situation and does it influence your business?
- How does one carry out currency and exchange transactions?
- What influence does the future economic development of China have on your industry?
- What is special in some industries in China?
- How do you select the right location?
- How do you select the right partner?
- How do you recruit high-quality staff in China inexpensively?
- What are the prerequisites for a business or recreational stay in China?
- What influence does the state have?
- How does one get state approval in the best way?
- Which measures can you do to get investment promotion?
- How do you protect your investments in the best way?
- Which legal company form is suitable for market entry in China?
- Shall you prefer a representative office or a real company?
- Is a WFOE or a joint venture better?

- What kind of things do you need to consider if you buy or sell a real-estate property, especially an office building or factory?
- How does legal protection for companies work in China?
- Which regulations of labour law have to be considered in China?
- Which regulations of social law have to be considered in China?
- How are the taxes handled in China and how can you successfully use Chinese tax law in the context of the double-taxation agreement?
- What will happen if you have to issue a lawsuit in China? How will it unfold?

### **Participants:**

- Businessman / Managing Directors / Managers
- Expats (employees to be sent to China,)
- Businessman who are do business with Chinese people
- Employees who have business contacts with Chinese people in Germany or other Western countries
- Managers who deal with Chinese delegations in Germany or other Western countries, or who receive German delegations in China

### **Methods:**

Lectures, group discussions, practice samples, case studies

### **Language:**

Both the seminar and the documents are in German, but they can also be given in English.

### **Seminar duration:**

2 days from 9.00 - 15.00.

### **The seminar location:**

The seminar can take place both within the company and as an open seminar.

### **Your advantages:**

### **You/your employees will know:**

- 1) after the seminar how to choose the right market-entry strategy
- 2) after the seminar which influence the WTO regulations have on your industry in China
- 3) how your line of business will develop in China in the future
- 4) the legal basics for business negotiations and the preparation of sales contracts
- 5) the possible company forms for China
- 6) the basics of company formation in China
- 7) about from a legal and tax point of view if this is your meaning labour and social law in China
- 8) how you can get admissions by the government
- 9) much more ...

### **You/your employees can after the seminar:**

- 1) choose the right market-entry strategy
- 2) chose the right legal form for a company formation
- 3) understand the legal conditions of contracts and terms & conditions better
- 4) employ and dismiss employees in the right way
- 5) deal correctly with taxes in China
- 6) see the legal consequences of your actions
- 7) know the further development of your industry in China
- 8) protect your investments and copyright better
- 9) much more ...

### **You/your employees are looked after by experts in the seminar:**

- 1) Support by a German-Chinese coaching team (2 coaches)
- 2) Coaches have undergone university education in the following subjects:
  - a. ) International Management with focus in China
  - b. ) Management Consulting
  - c. ) Finance
  - d. ) Human Resource Management
  - e. ) German Law
  - f. ) Chinese Law
  - g. ) Tax Law

Both coaches have years of experience in the China business - as a management consultant as well as a lawyer and Chinese-tax consultant.

### **The seminar leaders:**

**René C. Steininger** studied Business Management specializing in International and Intercultural Management related to China, Management Consulting and Finance, including Insurance Management and has further qualifications, such as Human Resource Management. Mr. Steininger is Managing Director of China Expert Consulting.

He speaks English, Chinese and some Cantonese besides his mother tongue of German and he grew up together with Chinese people in Germany.

Mr. Steininger has spent several years in China and was Managing Director of a management consulting firm in Hong Kong. He worked in the financial services sector for more than 10 years prior to that. Extensive research stays and discussions with famous Chinese people like:

- Dr. Stan Shih, founder and Chief Executive Officer of the computer company Acer Inc. in Taiwan.
- Prof. Dr. Teh Cheng Kong, head of the family and direct descendant of Confucius in the 77th generation, consultant for the constituent meeting of China, Senior Adviser to the President and former President of the Examination Yuan of China.
- with representatives of the central government of the People's Republic of China.
- as well as members of the family of the former Chinese Emperor Pu Yi.

**Jia LI**, Chinese lawyer, Managing Director of China Expert Consulting, Germany, studied Chinese and German Law at elite universities in China and Heidelberg/Germany. He is a Bachelor of Law and a Master of Law (LL.B and LL.M) und undertook additional university studies in German tax law. He has worked as a lawyer in China and as Management Consultant for a large German consulting company previously and is also a doctoral candidate of law.

Mr Li speaks fluently Chinese, English and German. He has a comprehensive knowledge of the Chinese culture, management consulting in China and in Chinese law and tax law.