



Experience Sharing in Entering to the China Market

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Trademark Registrations



- Trademark registrations in PRC is a MUST before doing any business



Concentration of Resource



- Concentrate in one of two cities.
- Best use of resources
- Distribute by one distributor to reduce managing the agent resources
- Advertisement should be the last playing card.



Familiar with the Market

- Know the market, e.g. Guangzhou, there are so many pockets of economy.
- Pricing structure may differ from west end of the city to the east end of the city.
- Prepare for price war.
- Market is constantly changing and monitoring of the price is very important.



Regulatory Requirements

- Know the latest regulatory requirements.
- It is best that you learn the latest regulatory requirements on yourself rather than relaying on import agent.
- The CFDA does posted all the latest regulatory requirements on their website.



Thank You

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