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**Investing China: China 101 For Smes**

**By David Carnes**

Many small and medium sized enterprises in western countries are caught between the proverbial

"rock and a hard place". Economic pressures at home are forcing them to consider setting up in or at least sourcing from China, yet the Chinese market gets tougher and tougher to crack every year, in part because so many of their competitors are already there. Following are some strategies for squeezing your SME through.

Partner up with a Chinese company (or companies): Chinese companies willing to form partnerships or joint ventures with western companies are plentiful, and the (Chinese) woods are thick with local investment consultants who are both fully bilingual and hip to local conditions. However, although a reputable China investment consultant might be able to find you a trustworthy Chinese partner, the fun is only just beginning. Differences in management philosophy, financial resources, and understanding of local conditions often combine with communications difficulties (not all of them linguistic) to make these kinds of arrangements a frustrating experience for all concerned. There have been successes, of course, but in general the popularity among foreign investors of partnering with Chinese companies has waned significantly in recent years.

Strength in Numbers: Since there are a lot of other SMEs in the same situation as you, it would not be wise to simply write them off as competitors. Taking advantage of an existing trade association (or forming your own) to share resources, labor, and market intelligence can help your SME in several ways. First, negotiating as a group gives you bargaining power to secure concessions that would otherwise be unavailable. Second, your trade association could pool funds to set up a representative office in China that would act as a sourcing center that would provide its members with a list of pre-qualified local suppliers with whom discounted pricing has already been negotiated. It could also perform market research and negotiate distribution networks for the benefit of its members who hope to sell their products in China. Finally, your trade association could partner with a Chinese industrial park to set up shared facilities available to all of its members, including management and infrastructure. Although you would need to formally establish a Chinese company in order to perform income-generating activities on Chinese soil, there is no particular reason why a group of SME couldn't jointly invest and establish a wholly foreign-owned enterprise in China that would bypass the need for local suppliers by producing its own products with local labor.

The foregoing is just a taste of the various possibilities available for taking advantage of China's low labor costs and its large domestic market. Think creatively and you may be writing the sequel to this article yourself.

David A. Carnes is a California attorney working for California Industrial City in Zhengzhou, China. His website,

<http://www.chinacompanystartupguide.com/23.html>

, provides free, step-by-step information on

establishing a business presence in China.

## **Go Oriental – Travel To China**

### **By Barney Garcia**

People touring all the important countries of the world; prioritize their travel to China. People's Republic of China is the world's most populated country, touching the 1.3 billion mark. With such a huge population and the large area, it is bound to be diverse and hence makes for a hot tourist destination..

Natural And Man-Made Wonders China is a beautiful blend of natural beauty and man-made architecture. Nature here is bountiful with magnificent mountains of Guangxi Zhuang, deserts like Xinjiang and rivers as Yangtze. Man has erected splendid structures like 'The Great Wall of China,' beautiful bridges, structurally planned buildings and other monuments. This makes it one of the worlds most sought after tourist spot and the reason for people to travel to China.

Getting and Staying There While planning to visit China, it would be wise, if you take a tour package for travel to China. However, be sure to do some research of your own, so that you can choose a suitable tour. While in China, you can go around by road, train or even by air. Accommodation is available to suit all budget and taste.

Places to Visit Beijing, the capital of China is a must-see during your travel to China. Cities of Hangzhou and Suzhou are extremely beautiful. The most popular destinations in China are: The Great Wall of China, which is one of the seven wonders of the world; Tiananmen Square; the Forbidden City of China, the famous temples of Shibaozhai and Yangtze River, which is a very astounding natural marvel. Boat cruise on River Yangtze is breathtakingly beautiful as it takes you through various exquisite Chinese cities and places of historical importance.

People of China People of China are very gentle, hardworking and thoughtful. Their main religion is Buddhism and Taoism. Most people speak Chinese and local people do not understand English very well. This can cause a little problem for the tourists. Other languages spoken here are Korean, Tibetan, and Mongolian etc.

China is rich in culture and has vast areas to explore. Your world-tour will never be complete, if you do not visit this oriental country.

Barney writes about various topics, and chose to write about China because of it's rich history and the fact that travel to china is ever increasing on what seems to be a daily basis. Please visit

<http://www.china-travel-tips.info>

and

<http://www.travelto-china.info>

for more information



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