

Enter the Dragon

The realities of doing business in China



1.35 bn
people

Which means a lot of consumers



2nd
largest
economy

10%
surge in
economy on
average per
year since 1978

By **2020**,
China is predicted to become the
world's largest
economy.

China's appeal means that 30% of global CEOs see it as one of the top three most important regions for overall growth prospects in the next 12 years. In fact, 66% of global CEOs say they plan to produce goods and services for the Chinese market.



**SEEING
RED**

China is the future.
However, entering the Chinese
market is fraught with difficulties.

48%

of foreign businesses fail in China.

All within 2 years of entering the market.

Even Google, eBay and Groupon
had to walk away.

**It's a legal
minefield!**

China has strict regulations

and requirements that differ from region to region. (There are 34 provincial divisions, classified as: 22 provinces, 4 municipalities, 5 autonomous regions, 2 Special Administrative Regions, and the claimed Taiwan Province).

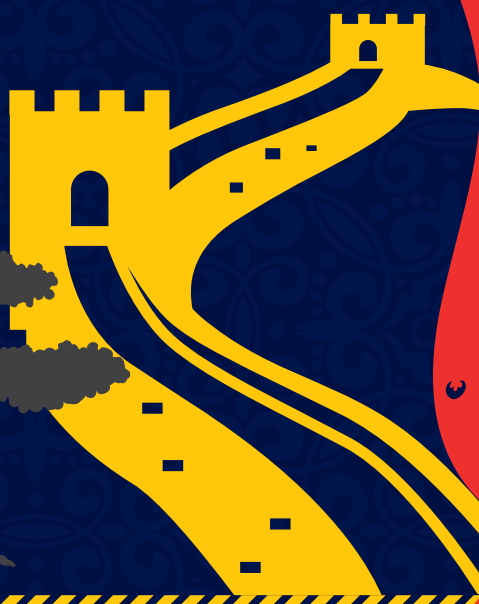


**Language and
cultural obstacles.**

China has 292 languages

and cultural traditions dating back to 2000 BC. This means that, besides the increased difficulty when conducting transactions – foreign companies generally have little understanding of consumer preferences.

SCALING THE WALL



Whether you are an entrepreneur or come from a large organisation, the path to success lies in the **Doing Business in China** open programme from the **University of Cape Town Graduate School of Business**.

On this practical, interactive course delegates will gain insights about China and its demographics, learn the best methods to set up and operate in China and to find and define a new business, select partners, prepare to negotiate with the Chinese, and ensure the best deals through negotiation skills.