



1.35 bn

people

Which means a lot of consumers

2nd largest economy

surge in economy on average per year since 1978

ву 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



SEEING

China is the future.
However, entering the Chinese

market is fraught with difficulties.

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 HEWALL

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.



FULL COLOUR THINKING

For more information visit http://www.gsb.uct.ac.za/e.asp?c=805

UNIVERSITY OF CAPE TOWN

Tor more immortation with a supervisor of the Resources:

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Internet World Stats - www.internetworldstats.com/stats8htm.