SME Survival Guide to the China Market

1) China – Getting Started and Best Practices 1

- Language and Culture
- 1.2 Billion Customers?
- Regional Markets
- A Market Economy with its own Characteristics
- Rule of Law
- Realistic Expectations
- The SME Advantage
- The SME Challenge
- Canadian SME Success Stories

2) Planning Your Visit to China 8

- Getting to Know China
- Publications on Doing Business in China
- Guides for Exporters
- Government SME and Export Websites
- Getting Ready
- Visas for China
- Visas for Chinese Visitors to Canada
- Formalities and Health

3) Market Intelligence: Where is it and how to get it 14

- Getting Started before you Leave
- Primary Research in China
- Role of DFAIT China Division
- Canada Business Service Centres (CBSCs)
- International Trade Centres (ITCs)
- Regional Associations
- Jetro Centre
- WTO Reports
- China-to-China Business Council (CCBC)