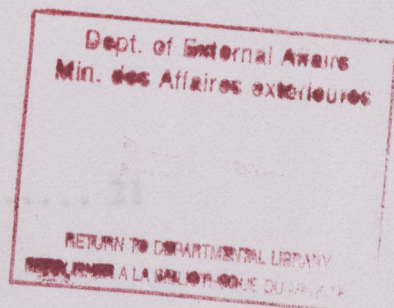


SME Survival Guide to the China Market



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 There*
- *Visas for China*
- *Visas for Chinese Visitors to Canada*
- *Vaccinations 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 Assistance*
- *InfoCentre*
- *WIN Exports*
- *Canada China Business Council (CCBC)*

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