

PRICES

Prices are usually stated in **RMB**, but sometimes may be quoted in other currencies. FOB quotations for import and CIF or C&F quotations for export contracts are preferred, as China is able to conserve foreign exchange by using its own insurance companies and carriers, most of which are state-owned or chartered.

ADVERTISING

Channels for mass advertising in China include publications, radio, television and billboard displays. Ads may be placed in professional publications, including foreign journals published in Chinese, which read more specialized audiences. Whether targeted for a specific market niche, or aimed at a mass audience, advertising can be an effective way to create product awareness among potential consumers and end-users in China, even before the item is available for sale.

TRADE SHOWS

More than 200 international trade exhibitions across all sectors per year are now held in China. Most are sponsored or cosponsored by such Chinese organizations as government ministries, bureaus, or professional societies, by CCPIT, the China Council for the Promotion of International Trade. Though costs for participating in trade shows in China are high, trade shows can be an efficient way to make contact with end-users, survey market prospects, and introduce new products.

TRANSLATION

The sheer volume of technical literature and promotional correspondence now flooding into China puts a great strain on translation services within China. It is highly desirable therefore to have promotional materials translated into Chinese within Canada. For technical literature, ideally the whole should be translated, but it is an expensive exercise and, if not practicable, then at the very least the contents list and title page should be translated. It is important always to send the original English version with the translated material, in case the translation has not been rendered accurately.