

## The Chinese Market

Entry Methods & Investment Strategies

---

With its dual appeal as the world's factory and the largest consumer market worldwide, China has become the preferred playing field for American and European businesses with global ambitions. China's massive global development project, the Belt and Road Initiative (BRI), now includes more than two-thirds of the world's countries. Many of the world's most promising entrepreneurs and ambitious companies are now growing in China, with China. Entering the Chinese Market aims to assist Western businesses and entrepreneurs to understand and effectively enter the Chinese market. An essential factor for the success of investors and professionals engaging in business in or with China is being able to understand and correctly set up a sustainable and effective corporate structure. This book discusses different company structures, their functions, and their respective liabilities, and provides practical and operational observations. The book details all applicable decision making processes to help you choose the most suitable structure based on your business scope, company needs and available capital when entering China. In addition, it discusses all relevant rules, regulations, documentation and management issues related to the establishment of different types of structures such as WFOEs (Wholly Foreign Owned Enterprises), Representative Offices (ROs), Joint Ventures (JVs) and other forms of investment. Topics covered in Entering the Chinese Market also include: tax, legal, intellectual property rights, common pitfalls and ways to address them.

**26,70 €**

24,95 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

---

**Artikelnummer:** 9781637420324

**Medium:** Buch

**ISBN:** 978-1-63742-032-4

**Verlag:** Business Expert Press

**Erscheinungstermin:** 10.09.2021

**Sprache(n):** Englisch

**Auflage:** Erscheinungsjahr 2021

**Produktform:** Kartoniert

**Gewicht:** 262 g

**Seiten:** 150

**Format (B x H):** 152 x 229 mm

