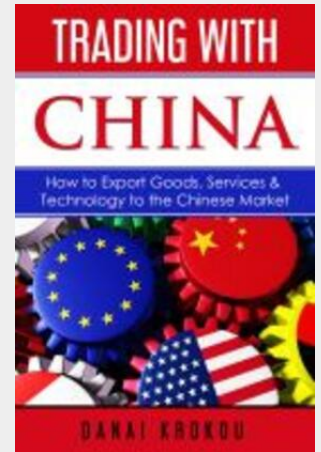


Krokou

Trading With China

How to Export Goods, Services, & Technology to the Chinese Market

Whether you want to enter the market for the first time, expand your presence in China or provide services and products to Chinese consumers, Trading with China offers practical advice on exporting to China from someone who has experienced the transformation in China's market firsthand. This book is a must-have for anyone who is planning to export their products, services or technology to the Chinese market. It is packed with the latest information, actionable insights and strategies for entrepreneurs and international trade professionals. Trading with China is a concise and practical guide of use to Western businesses, entrepreneurs and investors doing business with or in China. The book contains: - Industry information, updated data, key models and practical advice - Strategy options for different types of companies and industry sectors - Opportunities and challenges by industry sector and geographical region It discusses major issues such as market barriers, import requirements, distribution channels, labelling, and operational challenges. Topics covered in Trading with China also include: relevant rules, regulations, documentation and management issues related to the export of different types of goods, services and technology to China.



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