



## GDEcD's Trade Services for China

China continues on its way to become one of the world's largest consumer markets. In 2009, Georgia's exports to China totaled close to \$1.8 billion, ranking China as Georgia's second biggest export destination. The Georgia Department of Economic Development (GDEcD) welcomes small and medium-sized Georgia companies to participate in the following programs promoting their products and services in China.

### Industry-Specific Company Profiles

Making appropriate introductions with key contacts in China is particularly important. To assist in facilitating these introductions, GDEcD is creating one-page profiles of Georgia companies that will be presented to key organizations in China and can help identify appropriate business contacts. These company profiles will be translated into Mandarin. This initiative is open to qualified companies in the following industries, on a first-come, first-serve basis:

- floor coverings
- infrastructure related industrial products
- innovative consumer products
- medical machinery

\*The participation fee for this initiative is \$500, which includes the one page translation.

### American Product Display in Shanghai

The Ministry of Commerce of the People's Republic of China has initiated a new program to improve Chinese consumers' recognition of U.S. products new to the market, and to provide Chinese consumers with more product choices. The Chinese government will promote U.S. products and work with sales agents to develop distribution channels.

U.S. companies selling middle to high-end consumer products or competitive industrial products are invited to apply. Program applications are now being accepted online at [oncn.org](http://oncn.org). Companies accepted into the program will receive the first six months of promotion for free. After six months, upon mutual agreement, the participants will formally enter the market and fees will apply. Details on this program are available from the website listed above.





### **Industrial Product Promotion**

Direct marketing is emerging as a means of selling industrial products in China. Alibaba is a website used as a business-to-business international trade marketplace. Georgia companies are invited to participate in this pilot program. GDEcD will have product information translated in Mandarin (limited to two products per company) and posted on the Alibaba website for up to three months.

GDEcD's International Trade Representative in China will also provide initial pre-screening of the leads generated to help reduce spam that may result from these postings. This initiative is open to qualified companies in the following industries, on a first-come, first-serve basis:

- chemicals
- energy and environmental
- industrial products
- innovative building and construction products
- manufacturing and processing machinery
- telecommunication products

\*The participation fee for this initiative is \$500, which includes brief product translation, posting on the website, and filtering of leads generated.

### **Trade Shows / Trade Missions**

Each year GDEcD leads delegations of Georgia companies to participate in trade shows or trade missions. Please refer to [georgia.org](http://georgia.org) for a list of upcoming events and contact us to receive notifications about upcoming events in China.

### **Due Diligence Requests**

While it is difficult to get background information on Chinese companies, in many cases GDEcD can provide due diligence on prospective Chinese buyers/representatives in Beijing. For other areas of China, GDEcD's International Trade Representative may be able to provide insight about Chinese companies based on their registration papers.

### **Key Industry Contacts**

This service provides a list of key industry-specific organizations, such as trade and industry associations and important trade shows, in China.





### **Business Partner Identification**

GDEcD will provide qualified Georgia companies with customized information on potential buyers/ agents / distributions / representatives in China. Assistance is limited to partner identification for two products or two industries.

### **Customized In-Country Appointments**

Based on results from the *Business Partner Identification* service, GDEcD will arrange customized appointments for qualified Georgia companies visiting China. Companies must pay for their travel expenses, ground transportation, and translation & interpretation, if required. When possible, GDEcD's International Trade Representative may be available to attend meetings to provide insight and advice.

### **Quick Market Assessment**

Georgia's International Trade Representative in China will provide a short report offering an initial professional reaction about the viability of a product in a given market.

### **Market Accelerator Report**

This report expands the *Quick Market Assessment (QMA)* report by providing customized market-specific information to help determine avenues for successful market penetration or expansion in China. Companies requesting the Market Accelerator Report should have already participated in a QMA.

### **Tips for Doing Business in China**

This one page document includes helpful hints on how to be successful in the market.

To request any of these services or for additional information, contact Anna Alford at  
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