



EXPLORE EXPORT OPPORTUNITIES IN CHINA

The Georgia Department of Economic Development (GDEcD) is accepting applications from Georgia companies for the following pilot export promotion initiatives in China:

Industry-Specific Company Profiles

In China, having the right people introduce companies to potential partners is paramount to success. GDEcD will present Georgia company profiles to key facilitators who can help assure that these connections are made. Company profiles will be available in Mandarin. Leads resulting from these introductions will be sent to participating companies for follow-up. This initiative is open to qualified companies in the following industries:

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

Participation fee: \$500, which includes a translation of a one-page Company Profile.

Industrial Product Promotion

Direct marketing is emerging as a means of selling industrial products in China. GDEcD will assist Georgia companies promote up to two products on the Alibaba China website. Alibaba is used as a business-to-business international trade marketplace in many countries. Product information (limited to two products per company) will be translated in Mandarin and posted on the Alibaba website for up to three months. GDEcD's International Trade Representative in China will pre-screen leads to identify buyers. This initiative is open to qualified companies in the following industries:

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

Participation fee: \$500, which includes brief product translation, posting on the website, and pre-screening of leads.





APPLICATION

Which pilot service(s) for China are you interested in?

- Industry-Specific Company Profiles (\$500)
- Industrial Product Promotion (\$500)

COMPANY INFORMATION

Organization name:

Organization name as it should appear in any promotional materials:

Business address:

City, State, Zip Code, County:

Website address:

International Trade contact:

Name:	Title:
Phone:	Cell:
E-mail:	Fax:

What operations do you have in Georgia?

- Manufacturing
- Assembly
- Research & Development
- Distribution

Other (Specify):

Year established:

Number of employees in Georgia:





CURRENT EXPORT ACTIVITY

Current international markets:

What percentage of your sales is exported? (Specify % sales to China if applicable)

Does your firm have any experience doing business in China? If yes, describe previous experiences.

- | | | |
|--|------------------------------|-----------------------------|
| Do you presently have a distributor/agent in China? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| If yes, is this an exclusive arrangement? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| If yes, are you looking to replace the one you have? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| If yes, does he/she know? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

Does your staff have Chinese language capabilities? If yes, what dialect & what level of proficiency?

Are your website and marketing materials available in Chinese language? If yes, what dialect?

COMPANY PRODUCTS and/or SERVICES

Describe up to two product(s) or service(s) that you desire to export to China. What key feature(s) distinguish this product/service from your competitors? (Word limit: 150)





Why do you feel this product/service has the most export potential in China?

If the product is used in multiple industries, which one or two industries are your targets for China?

PHOTOS

Please include two to three photos that will complement your company's description. These must be high resolution (300 dpi) .jpg, color photographs.

For Industry-Specific Company Profiles ONLY:

Briefly summarize a major accomplishment that indicates the quality, price or competitive advantage shared by your company.

Provide quote(s) from one or two satisfied customer(s), including name of person and company making the quote:

APPLICATION AND PAYMENT DEADLINES:

For additional information or to register, contact **Anna Alford** at aalford@georgia.org or **404-962-4036**

