



China a huge potential market

...only if...

Consumers market evolution

1. Mainly for urban population
2. Buying power – Brand Image - Packaging
3. Marketing positioning & strategies
4. What motivate Chinese buyers?
5. Distribution channels
6. Pricing policies

Distributions Channels

- 1. Super and hyper markets
- 2. Convenient stores
- 3. SOE or State Owned Enterprises networks
- 4. Food services and catering.
- 5. B2B
- 6. Internet (purchase, info, marketing, distribution)

Chinese Regulations

- 1. EU / National agreements with China
- 2. Official regulations and actual practices
- 3. Brands and registrations, PLMA
- 4. CIQ, Chinese labels, BBD, certificate of origin ...
- 5. Agreements: National, Producer, Product approval
- 6. Weibo, Chinese Consumer Associations

Long term Strategies

-  1. Understand your markets and consumers targets
-  2. Set up distribution network
-  3. Build up relationship
-  4. Invest in brands
-  5. Be proactive / market very reactive / short term
-  6. Check your margin and keep marketing budget

Conclusions

1. Are you ready for China and is China a market 4 U?
2. Your check list: HR, products, partners, prices (3P)
3. Your additional advantages
4. Never do non profitable business
5. Get guaranties.
6. Right products via right channels = profits