

Take Your Business To China

Planning your China success story

This interactive program sponsored by NSW Industry and Investment will help fast-track your Market Entry Plan into China. By the end of the program, you will know if entering the China market is right for you and you'll have a roadmap to navigate the challenges and hurdles.

These are just some of the points we will cover:

- Are you export-ready for China?
- Is there a market for your products in China?
- How should you approach taking your business to China?
- What resources and skills do you need?
- What is so different about doing business with China?
- What impact will entering the China market have on your existing business?
- What are the next steps?



Many SMEs are unaware of the opportunities in China and, more importantly, are unsure about how to approach what may appear to be the massively daunting task of entering the China market. There are many examples of SMEs attempting to enter the China market with inadequate knowledge, preparation and training.

The end result can be an expensive failure and lost opportunity.



To help guide you through the process of maximising the benefit to your company of entering the China market, Incite Management Group and Think Global Consulting are running an intensive, focused, assistance program, comprising:

- 3 x half day workshops in Sydney on key issues
- 12 hours of one on one support

During this time, you will explore new opportunities and exchange ideas with a group of like-minded business owners and managers who all have the same objective - to build their China Market Entry Strategy.

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The Business Growth Specialists

Take Your Business To China

Normally \$5,000 + GST. With NSW Industry and Investment
Stepping Up Advance Subsidy
only \$2,500 + GST

WORKSHOP 1: QUANTIFYING THE OPPORTUNITY

Friday 19th February, 2010

China is a market with different characteristics, size, scale and complexities. This workshop will help you to understand the risks, rewards, opportunities and challenges of entering the China market. It will also help you to develop your value proposition for the Chinese market, enabling you to start developing a roadmap to a successful entry into China.

WORKSHOP 2: MARKET ENTRY AND EXPORT PLANNING

Monday 8th March, 2010

Failing to plan is planning to fail. What is required to enter a market like China? We will review the process of entering new export markets, including developing your export plan. We will alert you to market entry strategies (the pros and the cons). We will help you to understand the resources and skills required in exporting (including managing the risks). Most importantly, you will get a clear picture of the potential impact on your existing business.

WORKSHOP 3: YOUR PRODUCTS AND SERVICES IN CHINA

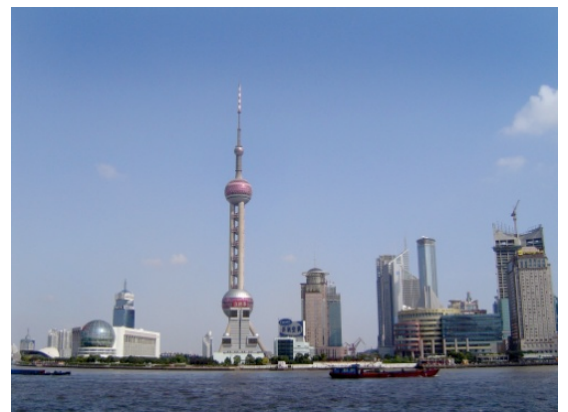
Monday 29th March, 2010

We will review the specific opportunities for your products/services in China. This will include determining your competitive advantage and developing an overview of the China market for your products and services. We will support you in articulating, communicating and delivering your value proposition to the China market.

PLUS ONE-ON-ONE SUPPORT: The principals of Incite Management Group and Think Global Consulting will provide up to 12 hours of one on one support to help you build your China market entry strategy.

For more information call Anthony Moss at Incite Management Group Pty Ltd on 02 9484 5050 or David Thomas of Think Global Consulting on 02 9223 7867.

This program will ensure that you have a clear understanding of the opportunity for your product/service in China; you will know what is required to be successful and, more importantly, you will have a process to follow to execute **your** China strategy.



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Registration Form

ELIGIBILITY CRITERIA

All participating companies must meet the following criteria to be eligible:

- Have an annual turnover of between \$500,000 and \$30 million
- Have been in operation for at least two years
- Employ at least two people (full time equivalents - excluding the business owner)
- Must have a current ratio (current assets/current liabilities) greater than 0.75

I would like to register for the "Take Your Business To China" program.

Name: _____

Title: _____

Organisation: _____

Principal Activity: _____

Address: _____

Phone: _____ Email: _____

Industry: _____ No of staff: _____

ACKNOWLEDGEMENT

I understand that the cost of the Take Your Business to China program, after subsidy by NSW Industry and Investment is AUD\$2,500 (excluding GST) and that by ticking this box I am committed to paying this amount to the organisers on receipt of a tax invoice. I confirm that I meet the eligibility criteria stated above and will attend all three workshops.



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PLEASE RETURN YOUR COMPLETED FORM TO:

Anthony Moss, Incite Management Group

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Tel: 02 9484 5050 Fax: 02 9484 8541 Email: anthonym@incitemg.com.au