

Your Helping Hand, Reach Out For China

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A few words about myself



- ❖ Vice chairman of Greatwall Ry
- ❖ Founder and CEO at MobiSociety Oy
- ❖ Living in Tampere 14 years
- ❖ Localisation/internationalisation project manager in Nokia
- ❖ Worked in Chinese Ministry of Education
- ❖ Worked in Universities as a teacher in China and Poland

China is developing so fast



Strong purchasing power



Oh...No... Pollution!



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New Opportunities in China for the business growth



❖ Economic hot topics

- Urbanization
 - Construction
 - Smart city solutions
- Environment protection
 - CleanTech
 - New energy
- Forest ownership reform

❖ Life style

- Luxury consumer products
- E-commerce
- Education

New growth for Pirkanmaa enterprises



Sourcing from China

Selling products to China

Investing in China

**Internationalisation as
the new driver of
economic growth**

Keywords for expanding your business to China



1

- **Quality**
- **Supplier**
- **E-commerce**

Sourcing

2

- **Relationship**
- **Chinese partners**
- **Channels**

Sales

3

- **financial support**
- **business culture**
- **unstable employment**

Investment

We provide Pirkanmaa SMEs a helping hand



❖ Our team

- Business consultants
- full time and part-time engineers and designers (working in ICT area)

❖ Our business services

- Market research
- Investment feasibility study
- Sourcing from China
- Organizing fair and exhibition to China
- Business advisory
- Chinese business culture training
- Chinese language training and translation

❖ Working on a new project

- Solving existing problems of exporting product to China

Serving customers based on their requests



- ❖ **We have many close relationships and collaboration with government departments and provincial administration**
 - A reliable network with school mates, friends and business partners
- ❖ **We have clear and practical information**
 - Up-to-date detailed information on Chinese laws, regulations and rules
 - Complete list on Chinese exhibitions and fairs
- ❖ **Handling the specific requests from different companies**

Case study: Forest management training



- ❖ Get info/requests from Chinese Forestry administration on forest management training
- ❖ We contact Finnish forest associations, forest research institutions for possibilities
- ❖ We put all the related info into a solution package and send it back to Chinese customers for approval
- ❖ We arrange programs and detailed travel plans
- ❖ Continuous demand and supply tracking

How to invest in China



- ❖ **Understanding the investment policies**
 - What allowed/not allowed to invest
- ❖ **Doing a reliable and realistic market research and competitor analysis**
- ❖ **Keep your eyes on different operation support and financial benefits from different provinces and cities**
 - Based on technology
 - Based on number of employment
- ❖ **Find local partners and set up sales channels**
- ❖ **Different business culture and management styles**

Example: Nanchang investment policies



- ❖ **Nanchang is the provincial capital of Jiangxi Province with 4.6m population**

- ❖ **Focused areas**
 - ICT, CleanTech new energy, biomedicine, new material, agriculture, education and training

- ❖ **Financial supports and benefits**
 - Tax benefit
 - Free rent fee for 1st year, - 80% for 2nd year, - 60 for 3rd year
 - 120,000 RMB (round 15000 euro) for training 2000 people within 2 years
 - Personal income tax deduction

- ❖ **Low operation cost**
 - Office rent: around 40RMB /m2/month (around 5 euro)
 - Average salary about 2000 RMB/month (around 250 euro)

Thank You !

