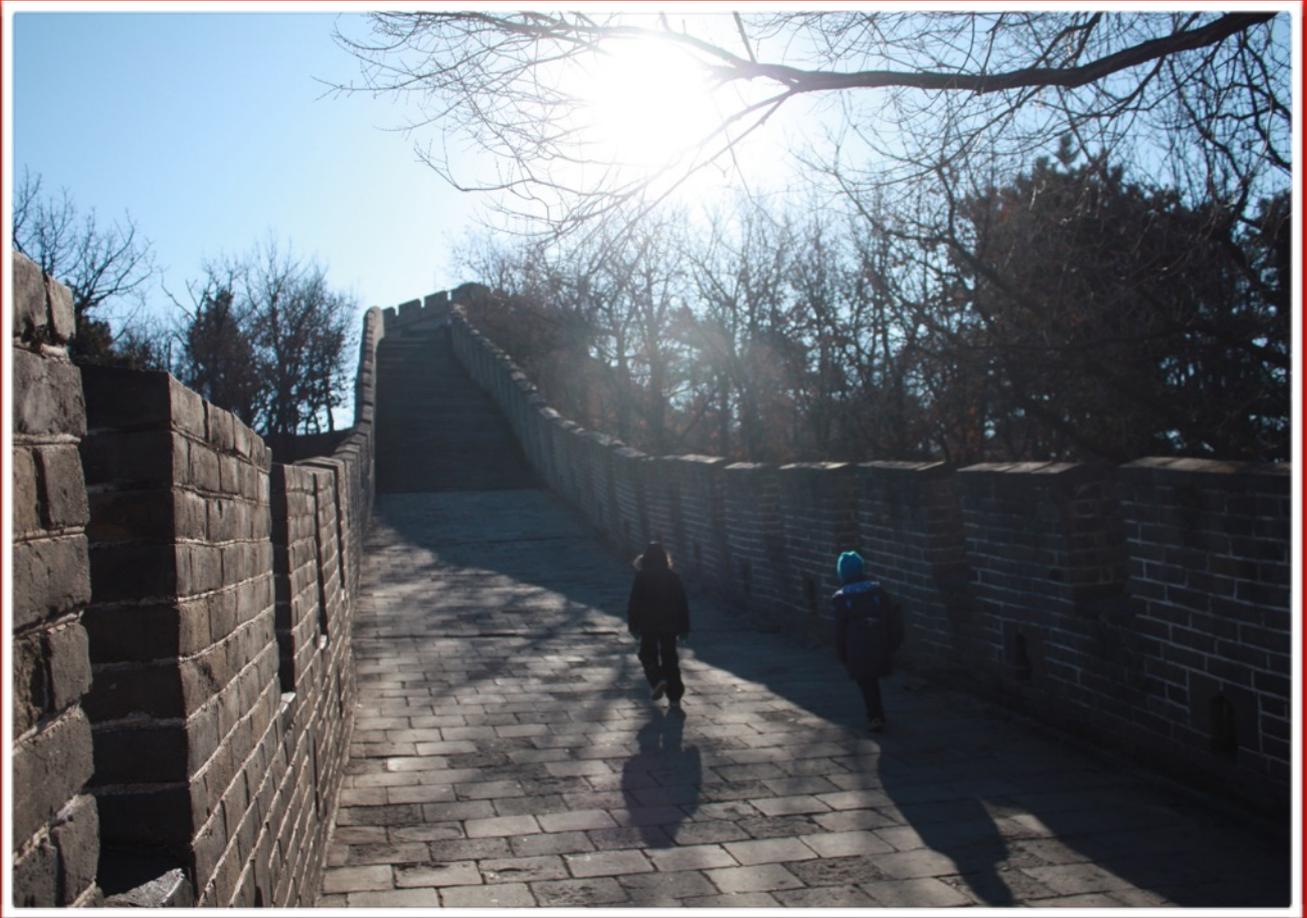


CHINA MARKET ENTRY SERVICES

RESEARCH, STRATEGY, AND IMPLEMENTATION



MAPLE CONSULTING GROUP
YOUR PARTNER FOR SUCCESS IN CHINA



STRATEGY



MARKET ENTRY



INVESTMENT
ADVISORY



PROJECT
MANAGEMENT



L10N
I18N



CROSS-CULTURAL
CONCIERGE

千里之行，始于足下...



...MAKE THE FIRST STEP

Entering new markets is not easy, no matter where or when. One can look at the promise of a billion new customers in the world's largest economy and make the decision to enter the mainland China market - however, at Maple Consulting Group we understand that long-term success starts even before making that decision. We work in partnership with our clients to provide custom research, planning, and execution towards that success.

WHAT IS MY CONSUMER BASE?

HOW SHOULD I BE MARKETING?

WHAT PRODUCT FEATURES ARE IMPORTANT?

WHAT LOCALIZATIONS DO I NEED?

HOW SHOULD I PRICE MY PRODUCT?

WHAT ARE THE BEST ROUTES TO MARKET?

ARE THERE NEW OPPORTUNITIES?

WHAT IS THE REGULATORY ENVIRONMENT?

WHO ARE MY COMPETITORS?

HOW DO I GET STARTED?

MAPLE CONSULTING GROUP MARKET ENTRY SERVICES

MARKET EXPLORATION

The China Market is very large but it is also very diverse. We will help you understand the actual market for your products or services with on the ground research across regions and demographics. We design custom surveys for all clients, conduct research in Chinese across multiple touchpoints, and are experienced in understanding international and local competition. Our consultants have contacts in across both consumer and enterprise and analytical experience to help discover trends and ensure statistical significance in our results.



UNDERSTANDING CHINA'S PLAN

The Chinese Government publishes 5-year plans which show which industries have the key focus - what may be opening up or may have regulatory environment changes coming. Understanding these plans and the underlying reasons is key to spotting new opportunities or avoiding unnecessary entanglements. Our team stays on top of central and regional policy publications to ensure our clients are always informed about not just the now but also the future.

STRATEGY DEVELOPMENT

At Maple Consulting Group we know that the long-term success or failure of any initiative can be traced back to the initial planning phase. We use a proven methodology to tease out all the strategic goals and tactical objectives for all the audiences involved and then work with our clients to prioritize and build a multi-phase strategy that will lead to the greatest success. We also will put together an appropriate governance team to monitor and properly adjust the strategy as it encounters the actual situation on the ground.



是故胜兵先胜而后求战, 败兵先战而后求胜 - 孙子

Victorious warriors win first and then go to war, while defeated warriors go to war first and then seek to win - Sun-Tzu

DISCOVER AND DEVELOP RELATIONSHIPS

Outside of China the term “Guanxi” has taken on mythic connotations as it is easy to fall for the romantic notion that just knowing the right people will bring success. However, while networking is important, it is the development and maintenance of relationships that transforms knowing people into having true partners. At Maple Consulting Group we have the knowledge of local customs as well as the understanding of the hard work that underlies building real long-term relationships and we will guide you through it - giving you Guanxi of your own.



The Zombie Rep

Many a cousin's friend's sister's college roommate living in Shanghai is the representative of a foreign business in China. We can work with these exclusive distributors in getting past the wishful thinking stage into building a real business for their college roommate's brother's friend's cousin's enterprise.

ESTABLISH A LOCAL PRESENCE

In the China market, credibility is key and a key to credibility is proving that one is serious about China. Part of that is establishing an appropriate presence and structure in China for your business. Maple Consulting Group can set up your Wholly Foreign Owned Enterprise (WFOE), Representative Office, or Joint Venture as appropriate and allowed by the China Foreign Investment Catalogue. We will also get you established in other ways - Chinese names, trademark registrations, providing local contact information, and a myriad of other aspects that your customers and partners will expect before a sale is made.

REGISTER PRODUCTS

In China it is vitally important that not only your business is local and credible, but the products you plan to provide are too. The Chinese government maintains a product registration catalog and ensuring your products are properly registered against it is critical to doing business. In some cases even ingredients of products must be properly registered. Registration impacts duty, taxes, and may include testing and approvals across multiple agencies. Maple Consulting Group will ensure your products are shepherded successfully through the process.

Intellectual Property

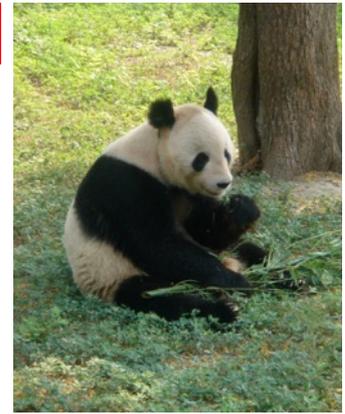
Your successful market entry should be just the start of a successful long-term presence. Part of that is ensuring that your Intellectual Property is protected legally, practically, and technically - including trademarks and patents, NDAs, employee and partner vetting and market monitoring.

UNDERSTAND ROUTES TO MARKET

The process of going to market in China is different than in most markets. Finding distributors often means attending trade fairs in many different regions, but attendance must be credible and not just exploratory. At Maple Consulting Group, as we guide you through the registration processes, we can act as your representative or with you to find and do the due diligence required for distributors that will create success for your products for your audience in your markets. We can also manage you joining the appropriate storefronts of the world's biggest online market; whether it may be with our B2B or B2B2C partners that can handle everything in going from your door through their warehousing and distribution network to the end customer's hands, along with pre- and post-sales services; or whether it's just a subset of services that may be required.

IN-CHINA LOCAL SUPPORT

Maple Consulting Group and our partners can not only provide phone, and more importantly, online support for your company and products in China, but our team is constantly monitoring the data and the environment, including providing secret shopper services to validate the quality of your presence throughout the entire chain. Our support and monitoring services will bring you early alerts to opportunities that are arising and get you ahead of problematic trends, as well as provide rapid analysis and the ability to quickly respond to viral situations.



ONLINE AND SOCIAL MEDIA MANAGEMENT

As the world's biggest Internet base, your company and products need to be online in China. Maple Consulting Group can work with your team to obtain the necessary licenses and build out your local presence, including site design, content development, and hosting inside China.

Maple Consulting Group can fully manage the other aspects of your presence on the Chinese internet - including maintaining your social media accounts across the multitude of services and marketing across search, traditional banner ads, and on the online video audience, and outreach to online bloggers, many of whom have millions of followers for even highly focused content.

In addition, our team can perform graphic design and video production as needed and even custom App development for iOS and Android devices.

LOCALIZATION OF MARKETING AND PRODUCTS

The experience of Maple Consulting Group's mix of international and Chinese consultants is critical to success localizing - we know that translating is not just looking up words in a dictionary, but is knowing what to translate; when to translate currencies, dates/times, names, etc (and when to leave them alone); what cultural experiences to incorporate; which features to highlight or deemphasize; how localizations may differ by region even within the same language, or for different audiences such as those receiving emails vs. reading magazines vs. blogs vs. watching online videos. We build a localization model incorporating all these factors and scenarios to ensure you enter to the China market with your best foot forward - and we will ensure consistency over the long-term as your partner in success.

To Localize or not to Localize?

- Names
- Advertising
- Marketing Materials
- Sales Collateral
- Catalogues
- User Guides
- Support Documents
- Packaging
- Ingredients
- Websites
- Emails
- Social Media
- App UI

凡值得一做的事,都值得做好

If a thing is worth doing, it's worth doing well



人心齐，泰山移

Working
Together We
Can Move
Mountains

BUSINESS SERVICES

As a Beijing-based consultancy, Maple Consulting Group is experienced with the details of doing business in China and can handle your footprint in China while establishing your long-term presence, or can manage your presence long-term as needed. This includes the basics such as setting up office space and providing receptionist and meeting spaces, and business services such as obtaining visas.

In addition, we are experienced in the design and implementation of a variety of business policies and processes, and can regularly conduct audits to ensure compliance and make adjustments as the business and environment change.

RECRUITING AND MANAGING STAFF

A key to success in China is ensuring that business Human Resources services are sound and solid. While Maple Consulting Group can act as direct representation for your organization, as we build your long-term presence we can assist with the initial legal basis and conduct a thorough hiring process for expats, transfers, locals, interns, temporary staff - including recruiting, vetting, hiring, managing, and regularly performing personnel performance reviews. Drawing from talent pools across multiple industries and multiple regions we will ensure that you have the proper team in place for each function at each juncture.

FINANCE AND OPERATIONS

Conducting business in China has many challenges - including strict currency controls on the flow of Renminbi (RMB) in and out of the country. Maple Consulting Group can help you get set up to manage transactions and issue tax receipts in RMB and foreign currencies, allowing you to do local business with all tiers of suppliers and customers. In addition, our consultants are very experienced at designing and producing detailed management reports, including working with auditors and lawyers to generate reports and analysis for regulatory agencies around the world.

Maple Consulting Group can also ensure you avail yourself of all opportunities, such as government grants and tax incentives for startups, key industries, or priority regions.

IMPORT/EXPORT SERVICES

Maple Consulting Group will guide you through the process of bringing your products to China - including registrations, licenses, labeling, and the actual physical process of transportation from your base to the appropriate ports in China and from there through to end consumers. We will work with you on a model that includes your needs from the manufacturers through customs, distributors, retailers, and customers and covers different shipping methods, storage options, and evaluating options such as duty free storage and consolidating your international supply chain to open up the opportunity for value-added services and re-export from China to other markets.

MANUFACTURING

Whether you want to find suppliers, from contract manufacturing to full partners, or find incubation or full factory space to build in China, Maple Consulting Group can make it happen. We can work with you and in Chinese when finding manufacturers, conducting supplier inspections and due diligence, contracting, developing prototypes, managing the QA process, obtaining necessary certifications, handling logistics, and ensuring that anything Made In China meets the needs of your organization and your customers.



CROSS-CULTURAL CONCIERGE SERVICES

With Maple Consulting Group as your partner in China, you will not need to travel as often or as early as you would otherwise. We can be your representative on the ground with partners, suppliers, vendors, government agencies, customers and others.

When you do make the trip, we will ensure it is thoroughly planned out so your time on the ground is efficient yet relaxing. This will include diligently arranging meetings, accommodations, technology, transportation, and then providing real-time translation services for English, Spanish, and Chinese - as well as real-time understanding of the cultural cues that often mean more than the words being spoken. Prior to your trip we will provide your team cross-cultural training and after your trip we will ensure all the necessary follow-ups and action items are taken care of.



MAPLE CONSULTING GROUP IS A MULTINATIONAL TEAM OF EXPERIENCED CONSULTANTS BASED IN BEIJING WHO HAVE BEEN DESIGNING AND EXECUTING SUCCESSFUL MARKET ENTRY, FINANCE, IT, HR AND SALES & MARKETING PROJECTS THROUGHOUT CHINA AND THE WORLD FOR DECADES.

YOUR SUCCESS IS OUR SUCCESS



STRATEGY

Collaborative Design, Planning, and Successful Implementation of Your Short and Long-Term Business Goals



MARKET ENTRY SERVICES

Everything from Research, Setting Up, Recruiting, and Validating Partners and Suppliers to Tax and Legal Advisory and Beyond



INVESTMENT ADVISORY

Provider of Infrastructure Projects, Real Estate and other Investments in China, Europe, North America, ASEAN and South America



PROJECT MANAGEMENT

Management or Oversight Throughout the Execution of Analysis, Finance, HR, IT, and Marketing Initiatives



INTERNATIONALIZATION AND LOCALIZATION

Translation Services for Documents, Websites, Apps - and Your Business Culture



CROSS CULTURAL CONCIERGE

Hit the Tarmac Running with Locally Provided International Services in China and Around the World

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