

We provide our clients with the support, expertise and confidence they need to continue their Chinese journey long after we've left

In-country support

Once you've taken your first steps to establish your business in China, you'll want to maximise the opportunities available to you.

Building strong relationships is a vital part of growing your business in China – so much so, they have a dedicated word to describe it: *Guanxi*. Yet the Chinese do business very differently, and without in-depth knowledge of local culture and customs, you can face hurdles that slow your progress and cause frustration.

Building your network, communicating clearly and managing connections with clients and suppliers are all key to developing a successful business, and having **Join in China** on your side to guide you through the process is invaluable.

Our extensive network of established business contacts, partners and stakeholders in China helps you create a solid platform for the growth of your business, while speaking to them in their own language on your behalf minimises the chances of misinterpretation.

In this challenging new market, we provide our clients with the support, expertise and confidence they need to continue their Chinese journey long after we've left.

Our services

The success of any western business in the Chinese market is based on several factors – not least patience and tenacity! As well as providing a range of business concierge services, we use our experience, knowledge and contacts to help expanding businesses:

- **Build profitable networks with helpful and prestigious contacts**
- **Create real business opportunities**
- **Continue on going communication**
- **Represent your business, products and services**
- **Negotiate sales contracts**
- **Attending trade shows and exhibitions**
- **Source products direct from the manufacturer**

FIND OUT MORE

Want experts on your side to guide you through the challenges of the Chinese market?

Call **01452 345 101**, email **info@joininchina.co.uk** or visit **www.joininchina.co.uk**

JOIN IN CHINA

LOCAL KNOWLEDGE IN A GLOBAL MARKET



Committed to your success, we are a trusted partner throughout your China journey, by your side protecting your interests and investments

Business services

Since 2012 **Join in China** has acted as a knowledgeable, trusted partner to UK businesses wanting to make the most of the Chinese market. With unbeatable knowledge of – and connections with – China, we'll guide you through the maze, helping you expand into China with confidence.

The complexity of expanding and establishing your business in China, combined with the fear of the unknown, can put western businesses off tapping into this potentially fruitful new market.



Our services

Think of **Join in China** as your experienced business mentor. Perhaps you're just looking to test the water and establish the feasibility of investing in this exciting new market. Or maybe you're ready to jump in with both feet, and need a complete service to help you fast-launch your business. Either way, we'll help you ensure your expansion is compliant with Chinese laws and regulations, while protecting you in the process.

We provide a range of services covering the many aspects of setting up your business in China, including:

- IP registration
- Due diligence
- Market entry strategy
- Regulation and compliance
- Culture training
- Business translation
- Supplier mediation and management
- Supplier quality control

FIND OUT MORE

Find out how we can help you enter the Chinese market with confidence.

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JOIN IN CHINA
LOCAL KNOWLEDGE IN A GLOBAL MARKET



Everything we do is created in conjunction with our office in China so you can be confident that your message will be understood in an ever-changing market

Marketing

China is the largest online audience in the world, and their use of the internet is far ahead of the western world. Over the past decade, Chinese consumers have become more sophisticated in their business systems and practices, creating both opportunities and hurdles for western businesses.

Although East-West cultural differences pose challenges for western businesses marketing to a Chinese audience, companies that reflect an understanding of these variations in their marketing strategies stand a better chance of success. Perhaps more than in any other market, it's vital to ensure your marketing hits the sweet spot of your Chinese target audience.

Our services

One of the biggest challenges is the fact that western digital channels – such as search engines and social media platforms – aren't the mainstream in China. **Join in China** can introduce you to the Chinese equivalent of these vital marketing tools, the vast online community they serve, and the opportunity they present to your business.

We offer a comprehensive brand and communication package that includes re-branding for the target audience, and a powerful digital marketing campaign backed up by extensive research into your intended market.

Our experienced, expert team – based in both the UK and China – deliver effective, hard working marketing results for you, in the following areas:

- **Chinese brand creation**
- **Web design**
- **Digital marketing and SEO**
- **Market research**
- **Social media management**
- **Thought leader and online influencer engagement**
- **Marketing literature**
- **Supplier quality control**

FIND OUT MORE

Find out how we can help you market your business to China's vast online audience.

Call **01452 345 101**, email **info@joininchina.co.uk** or visit **www.joininchina.co.uk**

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WHO WE ARE

We use our extensive knowledge of Chinese culture and markets – and our unrivalled understanding of a very different approach to business – to help you market your company clearly and effectively

Who we are

There's no doubt about it – China offers amazing business opportunities not available elsewhere in the world. Yet if you're looking to expand into China, the cultural differences and hurdles – not to mention the language barrier – can feel insurmountable.

Join in China is a Gloucestershire-based business dedicated to helping UK companies take advantage of opportunities in China. We offer a range of services to help you enter and establish your business in this fast-growing and rewarding market.

We share our first-hand experience of doing business in China to provide a wide range of services for companies just like yours – from extensive market research, to brand and communication packages, and ongoing support to help establish your business for success.



Meet the team

All our services are provided from our offices in Gloucestershire and China, by our expert team, headed up by **Qing Lin**. Qing was born in China, and lived and worked in Japan, South Korea and Thailand before settling in the UK. Key contacts in many industries and governmental departments in China give her the ability to make things happen.



Adam Vines has over 28 years' experience in the marketing sector, specialising in cross-culture branding and digital marketing. Having worked with a wide range of organisations in both the public and private sectors, Adam understands both cultures and how to promote a clear message between them.



As head of the JIC China team, **Belle Lin** has worked with multi-nationals for over 18 years. Multi-lingual Belle has excellent negotiation and inter-personal skills, and applies her skills to tackle a range of business challenges on behalf of her clients.

FIND OUT MORE

Discover how our experienced team can help your business break into China.

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