

China Blueprint Consultants

Newsletter August 2008

In This Issue

[Beijing Olympics](#)

[Carbon Expo](#)

[Canton Fair Registration](#)

[Guangzhou Crown Plaza](#)

[Import & Export Fair- Sydney](#)

[What happens when it goes wrong?](#)



Beijing Olympics is upon us in full swing with the opening ceremony already a thing of the past. For those attending this is not only an amazing chance to see what China has to offer, but also a fantastic business opportunity with this games being named the 'business Olympics'.

Anyone attending the games, should be sure to register with Business Club Australia who will be hosting a range of business events at the Hilton Beijing Hotel. This exclusive venue is open daily between 7.30am to 11.30pm. Between 6-7pm each night, patrons can enjoy highlights of the Olympic coverage at the Aussie Bar. For more information see the [website](#).

Auscham Beijing will also be holding a

Dear China Business Entrepreneurs,

Its unbelievable but true, the Olympic games has started, time is truly speeding past!

This month's newsletter comes to you with information about the games, our Canton Fair package and more trade tips for importers. We hope you enjoy it and be sure to send us your trade inquiries. Go aussies!

Canton Fair

The Canton Trade Fair is coming soon and China Blueprint has released its fair packages. This year the Canton Fair will be different to past years, with the entire event being held at Pazhou Complex and over three phases instead of two.



For a copy of our fair brochure & package [link](#) , or register your interest [email](#)

Phase 1: 15-19 October 2008, *Electronics, household electrical appliances, hardware & tools, machinery, vehicles & spare parts, lighting equipment, building materials, chemical products, international exhibitors.*

Phase 2: 24-28 October 2008, *Consumer goods, gifts, home decorations.*

Phase 3: 3-6 November 2008, *Textiles, shoes, office supplies, cases & bags, recreation products, medicines, medical devices, health products, food & native products.*

If you would like to attend this must see trade event and would like to be a part of the China Blueprint business group, then register your interest before September 1st 2008. [Register](#)

Note: Attendees are not required to enter into contractual buying agreements or ongoing services. This is not a guided tour, but a serious business opportunity designed for those who are serious about importing from China. You will learn invaluable information and receive tools to assist you in navigating this complex market.

Canton Fair Business Leader

China Blueprint's experienced consultant Lisa Goodhand will lead the delegation to China for the October 2008 fair. Lisa has attended numerous Canton Fair events, dating back to 1993, and has an excellent understanding of this event and its participants. Lisa will also be a presenter at the trade seminar.



[Email](#) Lisa if you have a question!

Where will our guests be staying?

In celebration of the official opening launch of the Crown Plaza

Olympics, on the 8th, 15th and 22nd August. Those wishing to attend should contact Austcham Beijing, [weblink](#) to RSVP.

Anyone going to Beijing and looking to purchase tickets there should be very wary of fakes. There are already a number of scams having being revealed with very sophisticated technology. It's also important to be aware of pick pockets and street hawkers. A common scam is mobile phones and computer laptops. They look good on the street, and the price is usually exceptional-however when you get home you will find they are not the real thing and in most cases will not work!

China Blueprint will be at the games, so if you would like to talk with one of our on the ground consultants please [email](#) us.

Aussie, Aussie, Aussie!

[Carbon Market Expo](#) Australasia 2008
30-31 October 2008
Gold Coast Convention and Exhibition Centre, Queensland Australia
[China Blueprint Link](#)



2008 年澳大利亚-亚太区碳资产市场交易博览会

时间：2008 年 10 月 30 日至 2008 年 10 月 31 日

地点：澳大利亚昆士兰省黄金海岸会展中心。

2008 年澳大利亚-亚太区碳资产市场交易博览会是澳大利亚第一次由产业方主办的有关环保节能、尤其是二氧化碳减排资产市场交易合作的综合性博览会。这次盛会将会吸引全亚太地区的众多与碳资产行业相关的产品设备供应商、服务咨询公司以及他们的客户前来参加。

这次博览会将会由主要的碳减排企业，澳大利亚环境商业协会，亚太排放交易所以及昆士兰政府和黄金海岸市政厅主办。

Guangzhou Science City, China Blueprint clients will benefit from fantastic room rates during the Canton Trade Fair.

It's the perfect 5 Star location to relax and unwind in after a hard day's trade fair!



All China Blueprint clients and newsletter subscribers benefit from exclusive trade fair room rates. [Email](#) us to inquire!

Import Export Fair

On 18-19 September 2008 the Import Export Show will bring together the international trade community at the Sydney Convention & Exhibition Centre.

Held in association with NSW Department of State & Regional Development and Austrade, this major event combines a trade show, seminar program and networking reception into a one-stop shop to assist small to medium-sized importers and exporters.

The show is designed for SME decision makers to get the latest business information and trade advice and connect with freight, business and financial service providers and consultants as well as relevant government agencies.

This fair will also feature a seminar series. Lisa Goodhand will be presenting on the Risks of Manufacturing in China, so be sure to register your attendance.



Direct [link](#) to show website

What happens when it goes wrong in China, who's there to help you?

Sadly, a popular service provided by China Blueprint is our crisis management service. This is for when things go wrong with your supplier or manufacturer and they need to be brought back online.

The types of things that can go wrong include, but are certainly not limited to;



2008年澳大利亚-亚太区碳资产市场交易博览会将涵盖碳资产交易、有关最新科技、市场动向的研讨会，和相关技术设备的展览会。与会者将会有机会获得各方面的专业技术信息和商业信息。

这次博览会将会是亚太地区举办的第一次综合性的展出碳排放资产市场相关产品和服务的盛会。

2008年澳大利亚-亚太区碳资产市场交易博览会的主办者和参加者将会包括：

- * 碳资产市场投资者和管理者
- * 碳减排行业相关的企业
- * 和碳减排相关的政府以及民间组织
- * 碳减排资产项目交易商
- * 碳减排量计算，项目评估和审查服务
- * 有关科研和教育机构
- * 环保减排技术、设备的生产商以及贸易商
- * 专业碳资产项目咨询顾问公司

如需报名或有任何疑问，请联系中国大陆区官方代表机构 China Blueprint (蓝华国际顾问公司)

联系人：吴建华 张鹏程

[Email](#)

- a. your manufacture does not make your products to spec;
- b. you find out your products are not to spec right before they are about to leave China;
- c. your manufacturer puts you at the back of the line and refuses to meet your deadlines;
- d. you send your money to China and you never hear from your supplier again;
- e. your supplier changes to the original quoted price after the production completion;
- f. your supplier sells your designs to your competition;
- g. your goods fail the quality inspection;
- h. you find out your manufacturer is not a manufacturer;
- i. you find out your manufacturer has outsourced your products to someone else; and
- j. all of the above.

So what happens when you find yourself in this position, is there anyone who can help? The basic answer is yes, so long as you have contracts, on the ground support in China and a consultant who knows what to do. If you don't have any of these you are going to need the help of a very skilled consultant who knows how to undertake this task the "Chinese Way".

Our best recommendation relates to a popular saying you may have already heard "prevention is better than cure".

Every time you enter into a new business relationship do your due diligence, assess the risks and have a strategy should things go pear shaped that you can put into place immediately.

These types of activities should include;

1. Check your factories corporate & financial documents for legitimacy;
2. Check your factories manufacturing capabilities and commitments to other clients. ISO 9001 in China is not a guarantee!;
3. Contracts, contracts, contracts- put in place confidentiality and anti-circumvention contracts, trade and purchase contracts, product development and licensing agreements to mention a few;
4. Have an efficient line of communication and ensure that your requests are met in a timely and accurate manner. In China, no news is definitely NOT good news.
5. Think about the risks, ie what can impact on your project if it doesn't go to schedule; ie what happens if the goods aren't finished in time-what's the next available ship? What happens if the inspection fails-how should we handle this? Etc.

Everybody's project is unique and should be considered within the context of the product and the environment that it is being made in. Whilst you may be good at managing these variables at home, China represents a whole new category of variables. Fixing these problems when they go wrong can be costly and even mean your business, which is why we recommend you speak with China Blueprint at the beginning of your project rather than waiting till something happens.

If you are in a tricky situation and don't know what to do, [email](#) China Blueprint and speak to one of our experienced consultants.

We hope you enjoyed this issue. Feel free to contact us and submit your ideas for the next issue.

Sincerely,
Lisa Goodhand
China Blueprint Consultants