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China Blueprint Newsletter

July 2009

Welcome to the July edition of the China Blueprint Newsletter.

This month's feature includes an article on **taking your website to the China market**. We are also excited to launch our **feedback sessions for exporters of luxury goods**, where you can pitch your product to Chinese consumers and find out what they like and dislike. For our importers, find out 5 good reasons to have a **final article inspection** before your goods leave China.

We hope you enjoy this issue and look forward to hearing your thoughts and views.

Going to a trade fair in China
Need Chinese business cards?



[Order business cards now](#)

Must have contracts for China Importers



Import or Trade Contract: This contract sets out the terms between you and your supplier. It covers matters such as deliverables, costs, warranties, quality, trade terms and more.

Confidentiality Contract: Sets out the rules of engagement between you and your supplier, and dictates their promise to maintain the confidentiality of your intellectual property.

Anti-circumvention Contract: Prevents your manufacturer from

Exporting e-business

Is it possible to entice Chinese consumers to purchase from your Australian web shop and if so what are the challenges?



Setting up an e-business these days is relatively easy and common place. The trick is getting web traffic to your site and then converting your visitors to customers so that they purchase online. Enticing Chinese clients poses a set of challenges that should be addressed before setting your targets on China;

- 1. Language:** You must have a Chinese version of your site, preferably a mirror image of your English site. Some of your onsite visitors may speak English, but the majority will have very limited or no English, so it's important you don't miss out on this group by having an English only site.
- 2. Payment :** Getting money out of China is not a simple matter. You need to seriously consider your options here, as most Chinese only have Chinese Renminbi (local Currency) credit cards, which do not allow them to purchase in foreign currencies. Speak with [China Blueprint](#) about your options.
- 3. Presentation:** Like any website, you must do your best to make your site presentable, attractive, easy to use and understand. If you research your Chinese counterparts websites you will note, they like flashy, informative and regularly updated sites.
- 4. Ease of use:** Don't forget the golden rule of websites, ease of use! Your customers should be able to take the action you intend within one to two steps. If this is a sale, it should be easy and straight forward. Have currency conversions available and make postage and handling simple and straight forward.
- 5. Confidence:** Give your Chinese consumers a good reason to be confident about your products and site. One of the biggest issues Chinese consumers face is inexperience in western markets and knowing what the key indicators are to make them trust the web shop they want to purchase from. Think about it, in China there is such a vast array of copy products available, they are very experienced consumers when it comes to being ripped off- make your site trustworthy!
- 6. New Product Information:** If your products are new to the China market, provide as much information as possible about your company, the product use, why it is unique and what benefits and guarantees the customer can expect. You should always remember, that whilst your product may be a recognised Australian brand, its still

going into competition against you by re-producing your products and selling them to other clients.

If you don't have a contract to protect your purchase or your intellectual property, you are exposing yourself to unnecessary risks. If you would like to talk with someone who can guide you on these matters, [contact](#) China Blueprint Consultants.

WEBSITE VIDEO A MUST FOR YOUR BUSINESS RIGHT NOW.



A video presentation is the most powerful way of promoting you and your business on your website . **WHY?** It is the most visually informative, entertaining, and attention-getting way of attracting potential clients world wide.

The demand for video is on the rise from both **CONSUMERS** and **BUSINESSES** looking to stay on top of their marketing

BENEFITS ESPECIALLY FOR AUSTRALIAN EXPORTERS

The benefits of a **VIDEO** presentation for today's world markets

*Is that it may be presented in multiple languages;

*No Need to wait for business to come to you as you can send your "video promo" to potential clients;

*You can put a face to your company..... **YOUR FACE**;

*Whilst you are sleeping your commercial is working for you. 24 hours a day 7 days a week;

*You can update your video as often as you

possible that in China they have never heard of it.

7. Rules and Regulations: Do your research and find out what you can send and what you can not. Find out what will be stopped at the customs border for inspection and may have an applicable tariff.

8. Get the Chinese talking about it: Internet social media is huge in China. Product feedback is of extreme importance so if you can get client feedback on your site, and have your customers talking about your products on other blog sites, this will be invaluable for brand recognition, customer confidence and useful for attracting attention to your site.

If you would like to know more about getting your products to China, then talk with one of our [China Blueprint](#) consultants. We can provide invaluable market research, put you in contact with China Search Engine Optimisation (SEO)/ Search Engine Marketing (SEM) marketers and help you interpret your site so that it appeals to the discerning Chinese consumer.

If you are an exporter of luxury goods using e-commerce, check out our July seminar below.

Help me learn more about taking my site to China, [contact](#).

e- exporters of cosmetics & luxury goods: Seminar and consumer feedback seminar

Sydney (15th July)- Book Now!

Do you want feedback about your products from Chinese consumers aged between 18-35?

Do you want to know how to enhance your web presence in China and gain access to online consumers?

China Blueprint will be holding a product feedback session for Australian exporters of luxury goods with the primary focus being on cosmetic and giftware lines. You can bring a range of your products including packaging & brochures and sit down with groups of Chinese women, aged between 18-35 to gain invaluable feedback from your core market?



We will also cover information about web advertising and creating a shopfront that will gain you access to the billions of online shoppers in China.

Learn about Chinese consumer trends;
Receive feedback on your product range;
Learn about gaining a web presence in China;
Learn about online payment options; and
Receive invaluable advice about China marketing strategies.

wish;

* Show your location, your surroundings & staff etc;

*You don't need miles of text to explain your business.

*When you only have a few seconds to capture clients interest..... video does this;

* Having your web presentation on a DVD for Expos in the language of the people you are targeting is a MUST.

BASIC CORPORATE VIDEO PACKAGE FROM \$1800.00

Please contact us for further information on
02 9981 7660 or
mobile 0407 228 643

[weblink](#)



[Visit Crown Plaza Guangzhou](#)



[Visit China Building Expo](#)

China Trade Fairs



[Visit Hotelex Shanghai](#)

Check for show dates in your city



[Visit Import Export Show](#)

Presenters and focus group facilitators:

Kylie McNamara-Marketing professional and China expert, Kylie works for one of Sydneys most prestigious advertising companies (Added Value). Along with an impressive range of expertise, Kylie also speaks Chinese and has on the ground experience working with well known multi-nationals in China.

Lisa Goodhand- Lisa has extensive experience in working with importers and exporters in the China market. Also a speaker of Chinese, Lisa has lived and worked in China and has gained a unique and in-depth insight into China and the way Chinese people think.

Cost: \$100 (incl GST)

Date: Thursday 16th July 2009

Time: 4pm-7pm

Location:30/104 Bathurst Street, Sydney NSW 2000

Phone: 02 9267 2933

Map: [link](#)

[For more information and to book Online](#)

China News

Direct Links

1. **Making it in China;** When it comes to the design scene - whether it's fashion, homewares or furniture - China is, and has been for years now, the name on everyone's lips. Michelle Hespe speaks to Australian designers about the pros and cons of manufacturing in China. [link](#)

2. **China ponders national food safety risk assessment system to push tainted food off shelves.**[link](#)

3. **China is recovering fast from crisis** George Soros, chairman of Soros Fund Management, said Saturday he has confidence in China's economy and believes it is recovering fast from the economic downturn.[link](#)

4. **Trade recovery fragile in Guangdong:** Guangdong province, which ranks first in foreign trade among provincial-level regions, recorded a decline rate in external trade lower than the national average in the first five months of this year.[link](#)

5. **China's luxury market still a tough nut to crack:** China may become the world's biggest luxury market in years to come but cultural challenges to win customers' hearts for certain types of products remain, industry executives said this week.[link](#)

Importers - 5 good reasons to have a final article inspection

A final article inspection means sending a qualified inspector to the factory site when your goods have been completed, so they can be



Exporters register now!

88 DAY CHINA MARKETING CHALLENGE

[Visit Think Global](#)



stockwell
international

superior service • world class logistics

[Visit Stockwells](#)

South Australian Resources- Chinese
Investment Seminar



[Attend seminar](#)

Links

[China Blueprint Website](#)

[Make an Inquiry](#)

checked against your specifications and requirements before leaving China.

China Blueprint's top 5 reasons for having an inspection are;

1. Reduce your shrinkage rates;
2. Identify problems so they can be fixed before they leave China;
3. Reduce costs associated with re-work;
4. Meet your customer's expectations; and
5. Peace of mind.

A final article inspection means you have more products that meet your customers expectations available to sell. It means you deliver on spec, on time. It means you have less worries about product returns from faulty products and damage to your reputation. It means you make more money!

Whilst Australians are generally not accustomed to having to worry about inspections when purchasing from wholesalers at home, having an inspection for each and every product in China is a compulsory risk mitigation step for each and every order. Don't get caught out, order a final article inspection now-its not too late!

If you have products waiting to leave China, [order your inspection now.](#)

See the China Blueprint website for more information about [inspections.](#)

[Speak](#) with China Blueprint if you have a question about a final article inspection or any other checks you may require.

Thank you for reading this edition of the China Blueprint newsletter. If you have any questions regarding topics covered in this newsletter, please contact us. If you have suggested topics for the next newsletter we would love to hear from you.

Sincerely,

Lisa Goodhand
China Blueprint Consultants.