
China Blueprint Newsletter

September 2009

Welcome to the September edition of the China Blueprint Newsletter.

This month's feature **includes information regarding our new alliance partner, China Focus Group**, and details of upcoming events; **Hotelex, Expobuild and China Clean Expo**. We are also excited to launch our **8 Day China Orientation Tour FREE information night**, where you can learn about how to start your China export project by participating in the 88 Day China Marketing Challenge. For our importers, find out the 10 top tips to importing by attending the Import & Export Show in Melbourne in February 2010.

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

China Focus Group

China Blueprint is proud to announce their newly established **Strategic Partnership** with **FocusGroupChina (FGC)**.



FGC is a qualitative research unit offering a full range of qualitative market research services throughout all major markets in China. The company is highly experienced in consumer, business to business, trade and industry qualitative research.

Through our exclusive alliance, FGC will provide regular updates on China market information through their informative reports. This month's feature report is titled "Bang for your buck, the challenges in reaching teenagers via online advertising in China".

What does this mean for exporters? They can gain quality research and information about the market they intend to enter before entry. Through the use of focus group activities they can also gain important insight into the way Chinese consumers view their products. This is the most important and valuable information you can gather before making big investments into the China market.

If you are an Australian exporter or business and would like to learn more about FGC services, contact [China Blueprint](#) directly. Alternatively check out the [FGC](#) website for a more comprehensive explanation of their service offerings and company information.

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

Exporter Makeover Package

To assist exporters realise their potential and represent their best interests in China, we have developed the **Export Makeover Package**. This package, for both **new** and **established exporters**, is a combination of quality services to help sell your products or services in China.



The export package includes;

1. Research paper A two page research document containing information about your competitors, prices, and distribution routes. This report is custom tailored to suit your product or service and help you understand the challenges ahead.

2. Home webpage translation & upload A modern Chinese translation of your English home page. When Chinese visitors come to your site, they will immediately understand who you are and what you offer.

3. Brochure translation A modern Chinese translation of your English brochure. You can hand this brochure to your potential clients, or allow them to download it from your website.

4. Business card translation & print Impress your customers with your own Chinese and English version business cards. Have a Chinese translated name that doesn't mean, "little grasshopper".

5. Business Video There is simply no other way to get your message across than with your own corporate video. Place it on your website or take it to your next business presentation.

If you would like to know more about exporting to China, then speak with one of our export consultants to find out how we can help you. See our site for full details

[Contact China Blueprint for more information](#)

[Link](#) for more information

8 Day China Orientation Tour (Exporters) Free Information Session 30th Sept, Sydney NSW



Want to fast-track your product or service into the China market? We would like to invite you to the launch of our 88 Day China Marketing Challenge. The challenge will be an intense, interactive and on-the-ground program run by Think Global and China Blueprint to deliver the knowledge, tools, connections, advice and support you will need to ensure your entry into the China market is a success from Day One.

FREE INFORMATION SESSION: 30th September
Where: ANZ Bank Offices, Martin Place Sydney, NSW
When: 30th September, 5.00pm - 7.00pm

Registration: Contact Nikki White from Think Global Consulting
Contact Details: P(02) 9402 5783, [email](#)
 Attendance is free but you must register. Drinks and nibbles included.

88 DAY CHALLENGE- CHINA MARKET VISIT

When: 21st to 29th November 2009
Where: Hong Kong, Shanghai, Zhejiang, Beijing
Registration: Contact Nikki White from Think Global
Contact Details: P(02) 94025783, email
Cost: \$3,500 per participant + travel expenses.

Additional company representatives benefit from group discounts. Partners also welcome to attend and external tours can be arranged.

See our [weblink](#) for more information about this event

Expobuild

Shanghai, China August 2009

As the leading premium building & design show in China, "EXPO BUILD China 2010" together with CEREMICS CHINA held in the same period, HOTELEX SHANGHAI and EXPO LIGHT are joined by more than 1,600 exhibitors and 62,000 visitors with a total exhibition area of 120,000 sqm.



This show attracts a large number of first-class exhibitors that represent the latest trends in industry development every year, becoming an important place for real estate, hotel, project procurement and designers to meet and procure products.

In recent years the show has advocated the "green building" & sustainability concept. By setting up the "**Green Building**" focused

special area at the exhibition hall as well as holding the theme forum "Industry Trends for Green Building in China" and "Future Hotel Trends: Energy Saving - Environmental Protection" - the hotel design development forum in China jointly with the Sino-German ecological platform (ECONET) the organisers invested tremendous efforts to become the leading premium building show for green & sustainable products in Asia and to promote the development of fast development for green construction and green building materials in China

Australian Exporters of Green Building technology interested in attending and exhibiting at this event should contact [China Blueprint](#). Registrations of interest for exhibitors at the Australian Pavilion are being taken now.

To visit Expobuild April 2010, contact [China Blueprint](#), attendance is free.

To exhibit at Expobuild April 2010, in either the main pavilion or the green building pavilion, contract [China Blueprint](#) for a registration application.

Expobuild [Weblink](#).

Hotelex

Shanghai,
August 2010



Did you know that Hotelex Shanghai 2010 includes 9 exciting and new shows, including;

**Catering China 2010,
Bakery China 2010,
Coffee & Tea China 2010,
Food & Beverage China 2010,
Fitness & Leisure China 2010,
Hotel Furniture & Textile China 2010,
Hotel Supply & Uniform 2010,
Tableware & Accessories 2010; and
Hotel IT, Electronics & Security 2010.**

In 2009 the Hotelex trade event reached more than 200 exhibitors covering 10,000sq.m.

Hotelex is the most efficient way to reach out to highly professional buyers from hotels, restaurants, bars, food retail & wholesale and other segments and provides valuable business opportunities in China & Asia.

Famous international brands such as MONIN, ILLY, LAVAZZA, Davinci, 1883, TWINGINGS have already confirmed their attendance to Food & Beverage China 2010 at Hotelex.

National pavilions are expected from Europe including Italy & Spain, Africa & Asia. Professional events include the Chef championships and the Wine tasting & China barista championships. There is also the opportunity for Australia exporters to exhibit at the [Australian Pavilion](#).

With more than 850 exhibitors from more than 20 countries on 60,000sqm HOTELEX is already considered the biggest hospitality event in Asia.

Ensure that you take this unique opportunity and JOIN Food & Beverage China 2010 at HOTELEX 2010 now as bookings are already at 85%. A 10% discount is available to early bird- booth bookings made before October 1, 2009.

To visit Hotelex April 2010, contact [China Blueprint](#), attendance is free.

To exhibition at Hotelex April 2010, contract [China Blueprint](#) for a registration application.

Hotelex [Weblink](#).

China Clean Expo

Press release for the April 2009 event.

The 10th China Clean Expo and 2009 International Indoor Environment Technology & Product Exhibition successfully closed on April 2, 2009. This edition of CCE was held in Hall E6 of Shanghai New International Expo Centre. The 10th CCE covered an exhibition area of 11,500 sqm, which has thus staged itself as the biggest show of its kind in Asia.



Exhibitors came from Germany, Netherlands, Italy, Spain, Denmark, USA, Canada, Malaysia, Japan, Hongkong, Taiwan, etc, covering different categories of the cleaning industry with excellent quality. The number of visitor reached 6,287, which is a 14.3% increase compared with 5,698 visitors in 2008. Among all the visitors, 242 overseas buyers visited the 10th CCE, which marks a 7.4% increase than CCE 2008.

In addition to a grand show of cleaning products, the 10th CCE also serves as a platform for exhibitors and visitors to exchange their views and experiences through participating in various activities. During the exhibition, China Clean Conference presented 8 sessions on the cleaning industry technology and equipment. Onsite demonstrations enabled visitors view and assess machinery in operation.

This is an annual event, so if you missed out on the 2009 exhibition, be sure to plan and register for 2010. China Blueprint is the official Australian representative for this prestigious event, so contact us for more information and registration. [Submit](#) your interest to register now, or call us for more information on 02 9267 2933.

Links

[China Blueprint Website](#)

[Make an Inquiry](#)

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