



EXOTRADE

Establishing the Company in China – Case study



About us:

- Exotrade Ltd Rijeka → Shanghai Exotrade Consulting Co., Ltd.
- Trading, logistics, consultancy
- Exclusive representative for several European brands
- Area manager for Asia region
- Promotion of Croatia in China
- „In Vino Veritas“ (about the Chinese market)
- Market research in China since 2016.

The Golden Circle

WHAT

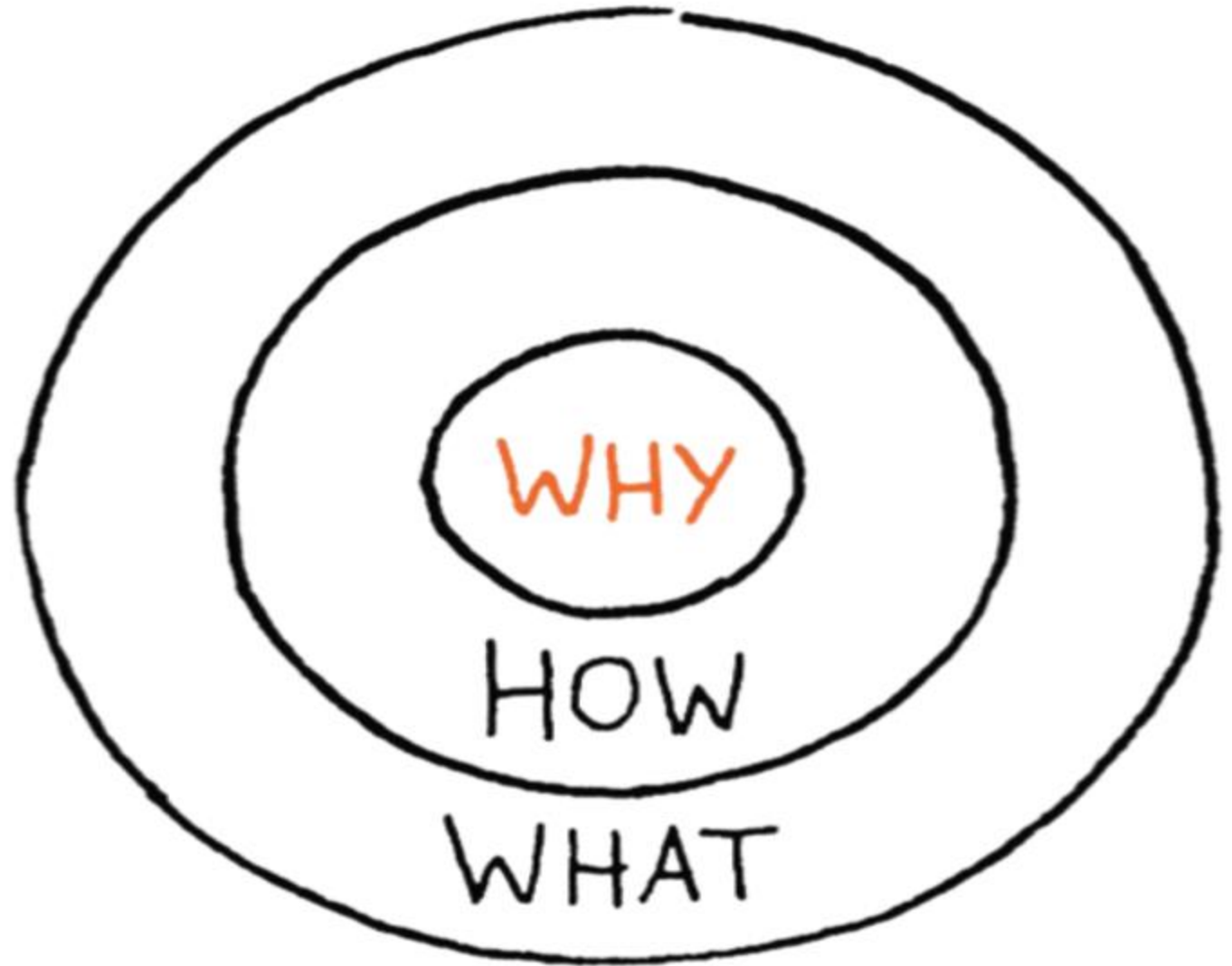
Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



Why?

- China is one of the fastest growing markets in the world
- Market is opened to new technologies and high-quality products
- Innumerable profitable opportunities, way more than on the Croatian market

What can Exotrade provide?

- *SWOT analysis*
- *Introduction of your products and services to the Chinese market*

How?

What can Exotrade provide?

- WOFE as the best solution for keeping ownership and decision-making process under control of the investor
- Goals
- *Legal services*
- *Expanding the network of contacts from relevant industry (networking)*
- *Business plan preparation*
- *Preparation of business analysis*
- *Preparation of marketing plan – Marketing in China*

What?

- What to place to the Chinese market?
- What to expect of the market?
- What are you looking for/what are your goals?

What can Exotrade provide?

- *Product placement services for different brands*
- *Development of electronic and smart devices; technical improvements, organizing mass production with constant quality control and IP protection in line with the Chinese laws*
- *Introducing smart solutions (Smart city, Smart parasols, Smart devices...)*
- *Support to foreign entrepreneurs, during the process of opening a company both in China and Croatia*
- *Support in preparation of all the necessary documentation for withdrawing funds from BRI initiative*
- *Matching projects in need of financing with investors through BRI*

What do you know about China?

- What comes after you successfully answered the questions WHY, HOW and WHAT?!?
- The first advise to doing business successfully in China, is to forget all you thought you knew about China and start all over from the beginning!
- Do your „homework“ and start studying the people and the culture you are planning to cooperate with.
- Modify your expectations and the ways of doing business
- Accept the change as a constant which is a key to doing business successfully

Key factors for doing business in China



Entrepreneurial Environment

Time, costs, procedures



Location – Why did we chose Shanghai

Big enough and small enough



Local Partners

Why are they important

Business climate in China – Growth Opportunity



- China as a centre of the world production
- Free trade zones
- Fares and expos as a business opportunity
- Continuous growth of e-commerce
- Innovative solutions for the quality control (platforms, blockchain data protection...)
- Innovative solutions for the legal services worldwide
- Initiative „Belt and Road“ BRI

Belt Road Initiative (BRI) & 16+1 Initiative



BELT & ROAD INITIATIVE – BRI AND 16+1 MECHANISM ARE KEY FOR THE COOPERATION BETWEEN CROATIAN AND CHINESE COMPANIES



EXOTRADE PARTICIPATED AT THE LAST 16+1 SUMMIT IN DUBROVNIK



CONTACTS TAKEN AT THE DUBROVNIK SUMMIT LAUNCHED OUR NEW PROJECTS BOTH IN CROATIA AND CHINA

What we have learned?

- Start small and have well set goals
- Forget all you thought you know
- Ask for a help during the process of establishing your business in China
- Have good legal support during this process
- Use already established mechanisms

Without whom we wouldn't succeed?!

“If you want to go fast, go alone. If you want to go far, go together.” —African Proverb.

- ✓ Croatian Chamber of Commerce in Shanghai
- ✓ Law offices both in Shanghai and Zagreb
- ✓ Partners for quality control in China
- ✓ Pool of partners for the design and development of electronic and smart solutions
- ✓ Pool of partners in logistics both in China and Croatia, sea freight, airfreight, silk road rail freight...

Contacts:

Borna Cicero, General Director

Email: bornacicero@exotrade.eu

Mobile Phone:

China: +86 186-1684-6627

Croatia: +385 98-635-822



Ivana Lazarević, CEO

Email: ivanalazarevic@exotrade.eu

Mobile Phone:

China: + 86 138-1746-8407

Croatia: +385 98-635-825

www.exotrade.eu