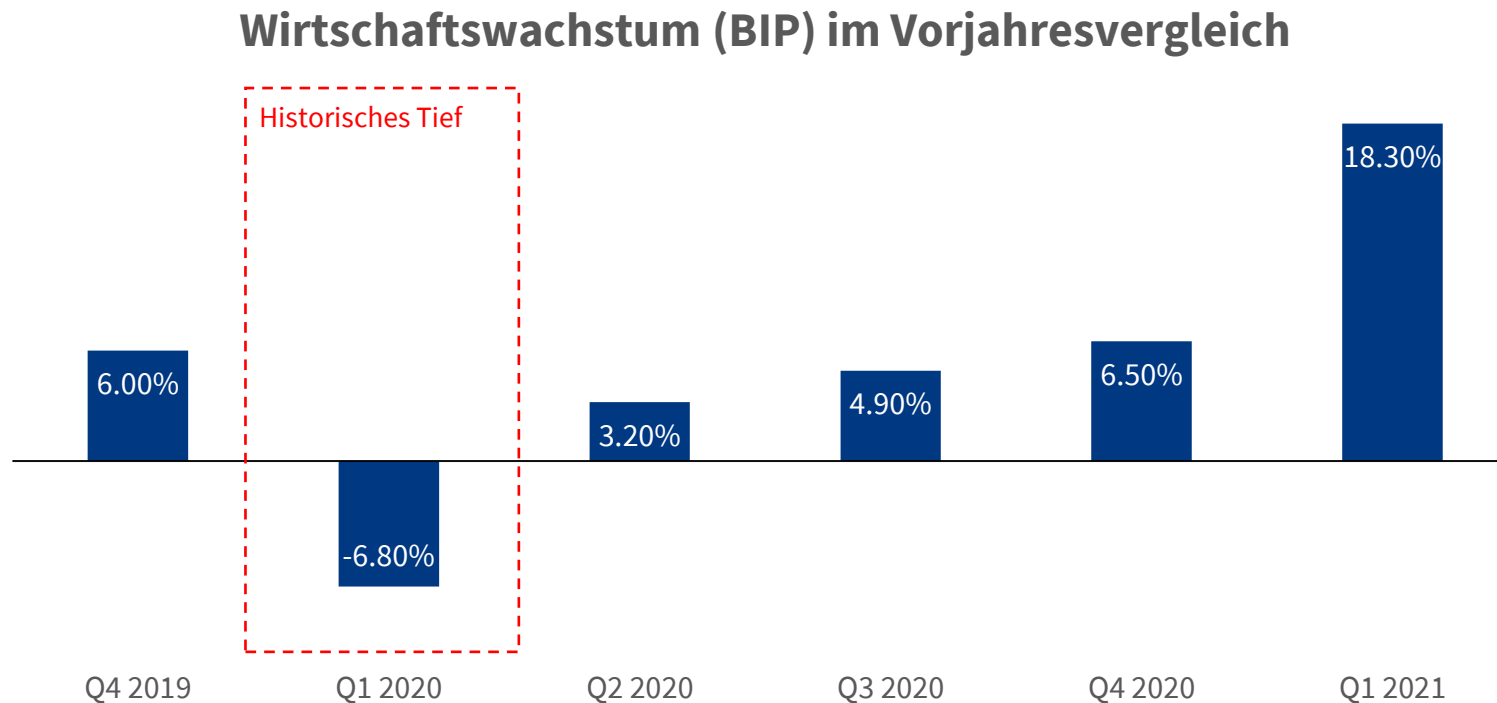




Besonderheiten des chinesischen Markts: Wie schlägt man die digitale Brücke nach China?

Jonathan Schoo, AHK China | 14. Juli 2021

China's Recent Economic Development

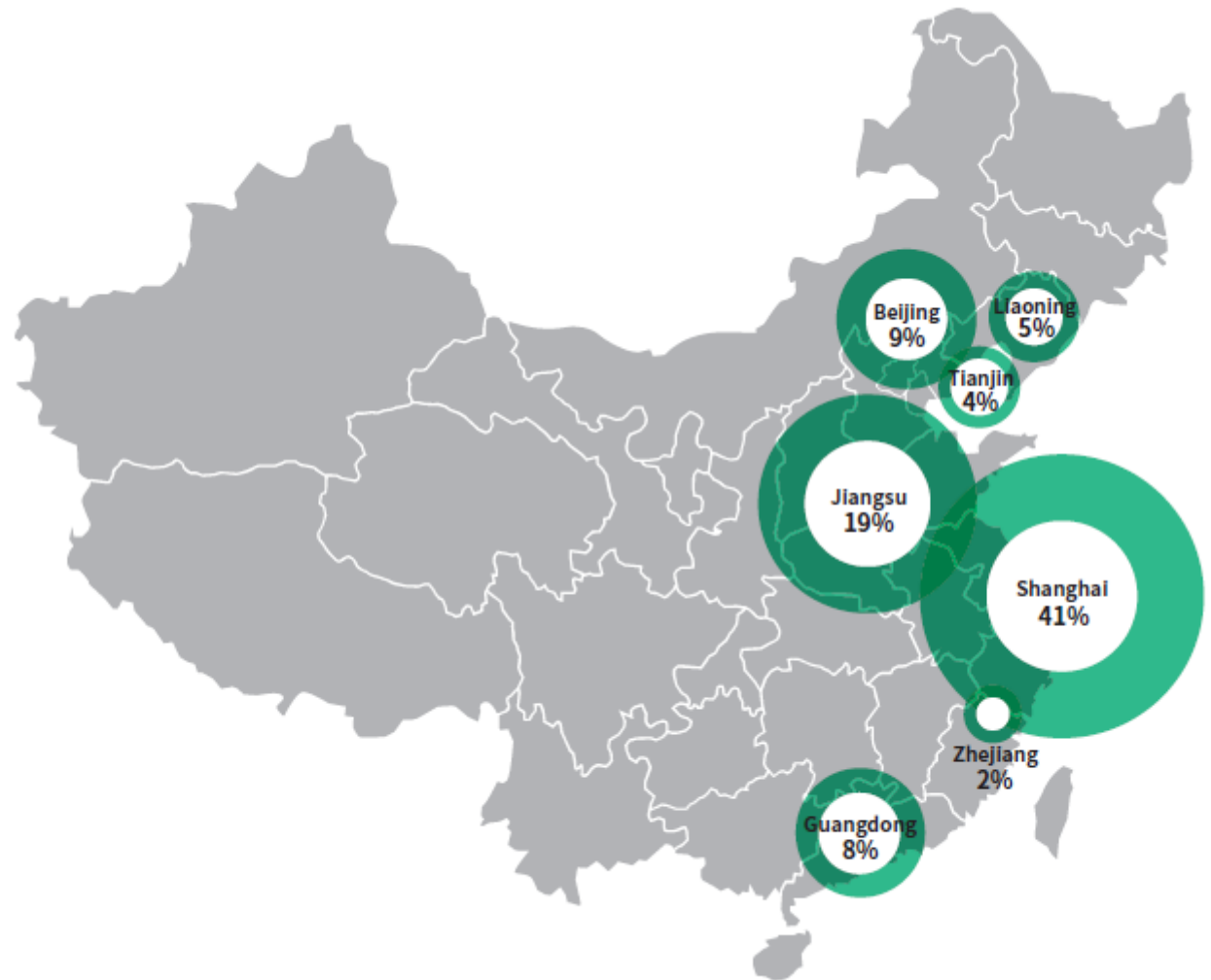


Quelle: National Bureau of Statistics (<http://www.stats.gov.cn/english/>)

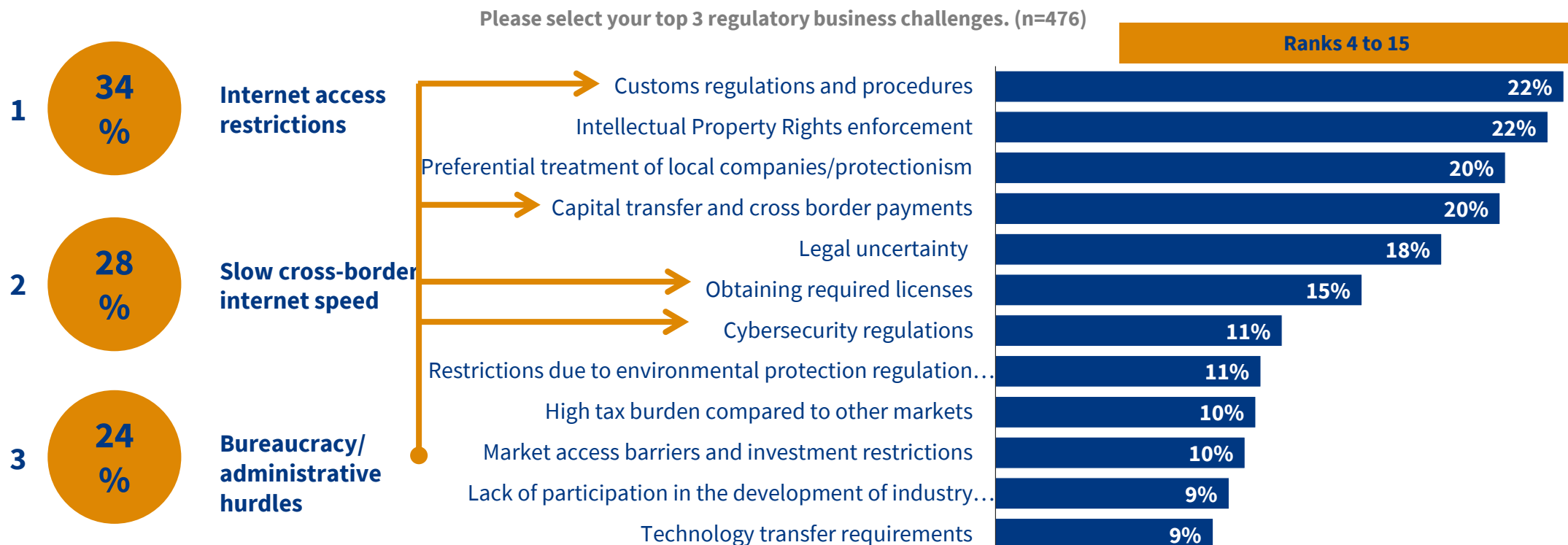
Main Locations of German Companies in China

Ca. 5,200
German Companies

1.1 Mio. Jobs



Regulatory Business Challenges: Access And Speed Of Internet Are Becoming Key Business Challenges



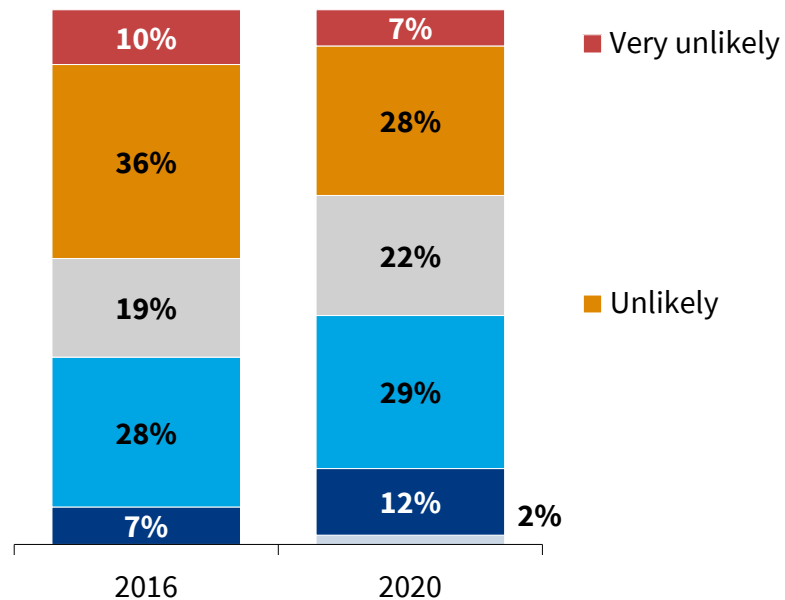
Operational Business Challenges

Please select your top 3 operational and macroeconomic business challenges. (n=476)

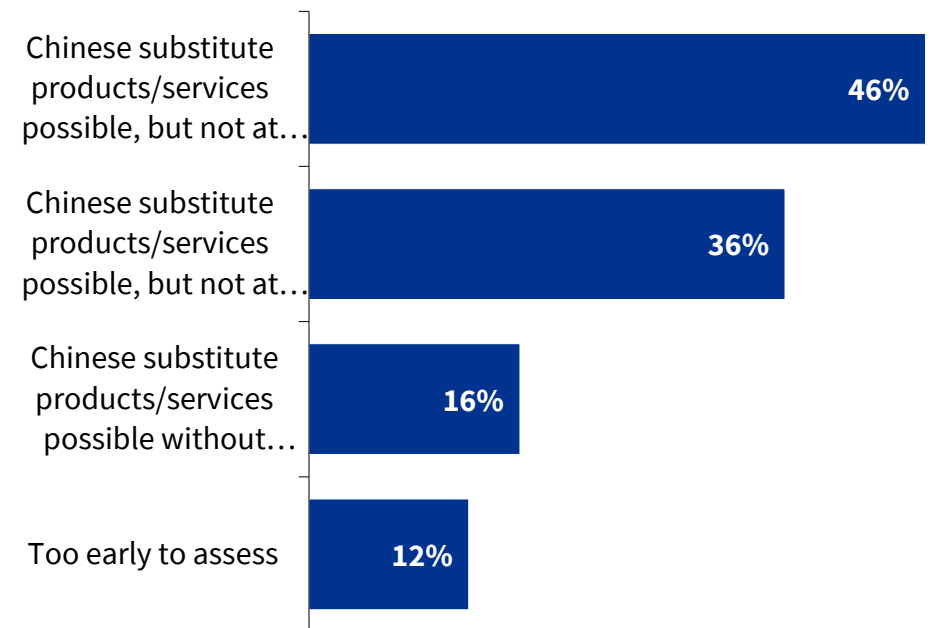


Competition For Innovation Leadership, Companies Are Confident German Quality Still Matters

Do you think Chinese competitors can become innovation leaders
in your industry within the next five years? (n=458)



How do you assess the feasibility, to substitute your company's
products/services with Chinese components in the next 12 months? (n=416)

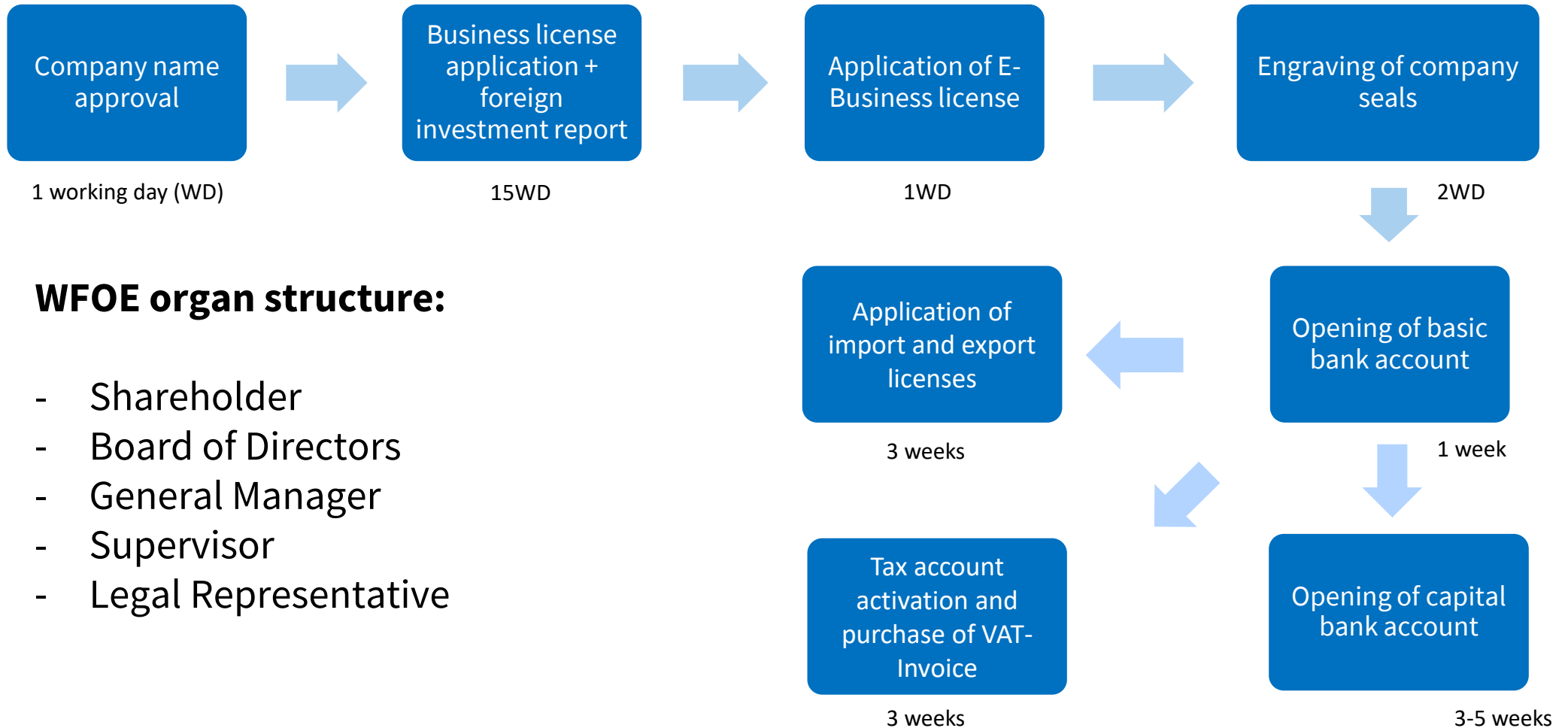


China Expected To Outperform Other Markets Also In 2021

How do you think your industry in China will develop in 2021 compared to other markets in the rest of the world? (n=519)



Starting a Company in China



WFOE organ structure:

- Shareholder
- Board of Directors
- General Manager
- Supervisor
- Legal Representative

Starting a Company in China

	Rep Office	WFOE	Office in Office
Pro	<ul style="list-style-type: none"> • Quick and easy setup • No registered capital required • Better to control than other business types 	<p>Legal status:</p> <ul style="list-style-type: none"> • conduct direct business activities • create affiliated companies in other cities • employ both foreigners and local Chinese directly without having any limitation on the number of foreign employees • Liability of shareholders limited to their contributions to the registered capital <p>Revenue and remittance:</p> <ul style="list-style-type: none"> • invoice directly • collect sales revenue in RMB, profits can be remitted in form of dividends to the investors of the company 	<ul style="list-style-type: none"> • Risk minimization due to low capital commitment • No time-consuming and cost-intensive establishment procedure • No in-house personnel and financial accounting • Use of the office infrastructure of AHK • Hiring and supervision of employees by the AHK (de-facto employed by client) • Use of the existing intensive contacts of the AHK
Con	<ul style="list-style-type: none"> • restrictions of all profit involving activities • cannot sign contracts or bill customers • may not have more than 4 foreign staff • cannot restructure into a more comprehensive form • Legal liability borne by the foreign enterprise 	<ul style="list-style-type: none"> • the establishing process is comparatively long and complex • capital requirements 	<ul style="list-style-type: none"> • restrictions of all profit involving activities • cannot sign contracts or bill customers

MARKET ENTRY

Office in Office in China



 PartnerForGrowth

MARKET ENTRY

Digital Market Entry

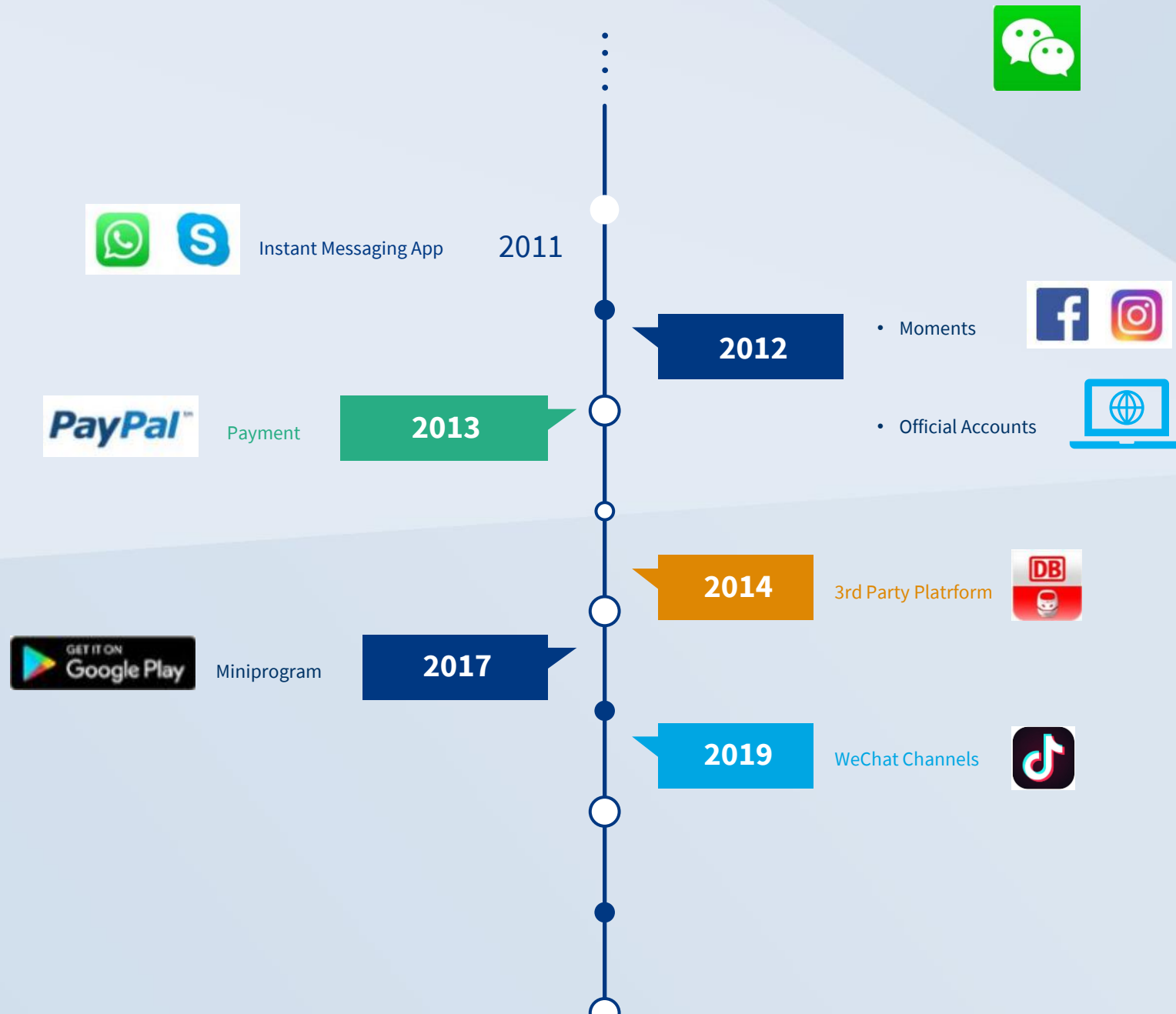


MARKET ENTRY

Digital Market Entry



WeChat ist viel mehr als eine Messaging App



WeChat als Alleskönner

Firmenauftritt (Official Account) und Pushmeldungen vom Account



Einbindung von Kontaktformular, Webcasts, Customer Service über Miniprogramme



Integration von Minisite



Video-Account auf Channels



O2O Marketing Kampagne

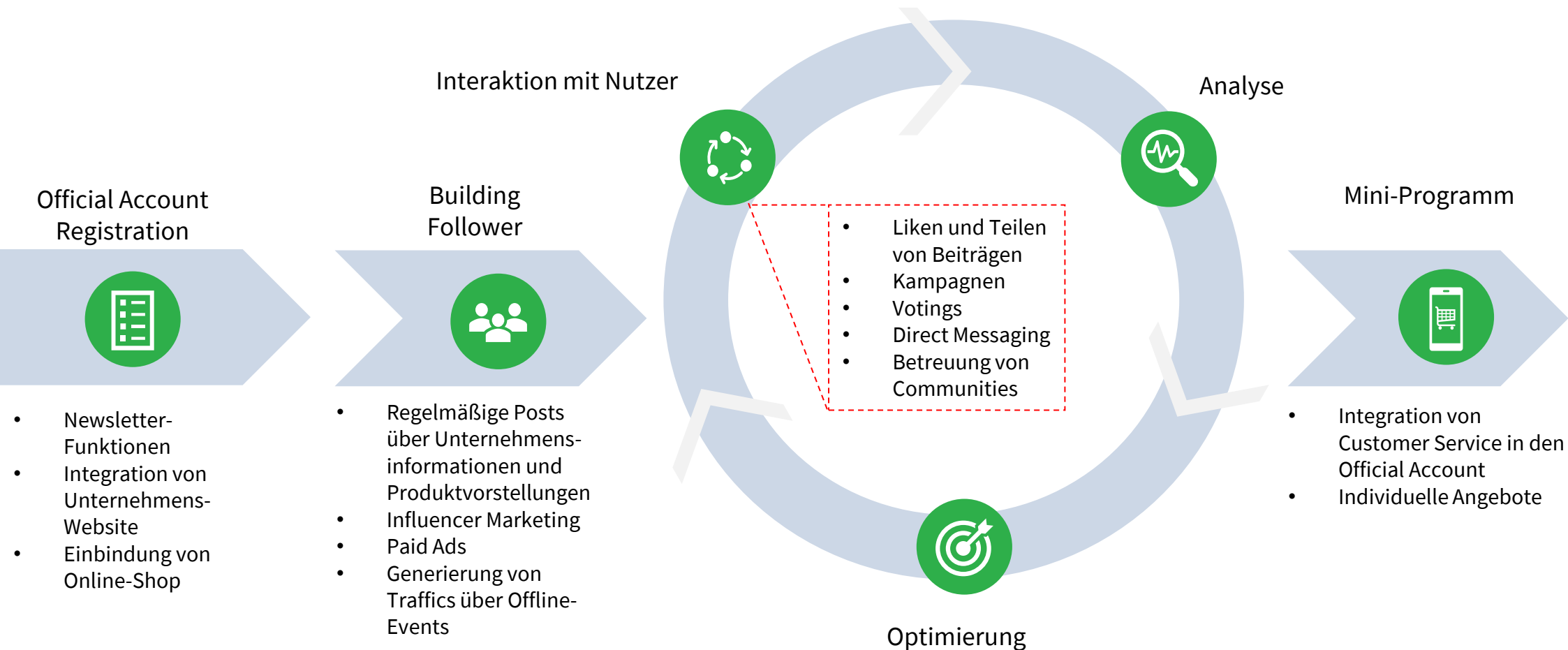


- Paid Advertising
- Influencer Marketing
- Einbindung von Online-Shop
-

Digital Market Entry: WeChat Official Account



WeChat als Social CRM



Our Mission



Xceleration Days 2021



Please get in touch with us



Jonathan Schoo | General Manager

Tel: +86-10 6539 6688

Fax: +86-10 6539 6689

Email:

schoo.jonathan@bj.china.ahk.de

www.china.ahk.de

AHK China | Beijing

Liangmaqiao DRC Building | Unit 0601A

19 Dongfangdonglu | Chaoyang District

Beijing 100600 | P.R. China

