



The Small Business Guide to China: How small enterprises can sell their goods or services to markets in China

David Howell

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Since China opened its doors to the world in 1978 its growth has been nothing short of meteoric. The 2007-09 credit crunch had little or no impact on the Chinese economy that continues to grow by almost 10% a year. China itself is now the fourth largest economy behind the USA, Germany and Japan, and if its current growth can be sustained, analysts expect China to become the world's largest economy by 2025.

China is not, though, simply the factory of the world. As the Chinese economy has developed, so has its population, with an estimated 8.5 million Chinese citizens migrating to urban areas each year in search of work and a better standard of living. As a result, the market for your business' goods and services is inexorably growing.

But can small businesses really compete in this vast market? It's a question that many small business owners are asking themselves.

The Small Business Guide to China looks at not only how the Chinese economy works and what its citizens want to buy, but also how business is transacted in a market that will become the largest single consumer base on the planet over the next decade. Full of practical support and guide, the book addresses topics from intellectual property rights to the correct etiquette during a business meeting.

No matter what your business sells, investigating the markets in China is definitely an area to look into, and this easy-to-read informative bitesize guide shows you how!

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