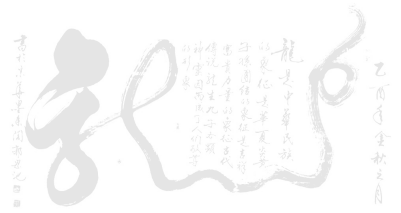


Getting your products into China



Getting your products/services to China requires an understanding of your market segments and the cultural differences. To give yourself the competitive edge, you need to understand:

- How to select and work with a potential business partner
- The characteristics of Chinese consumers
- The Chinese perception of Australian products/services
- The Chinese concept of 'relationship marketing'
- What makes some marketing campaigns ineffective?
- How linguistic differences influence marketing
- How to internationalise your marketing material
- The importance of having the right brand name
- How to avoid getting 'lost in translation'
- How to reach your consumers

Date:

Wednesday 7th November
9.00am to 12.30pm

Location:

Inner West BEC,
30—32 Stirling St, Thebarton,
SA 5031

Cost:

\$295 per person
Including GST, workbook, and
morning tea



Who will benefit?

Marketing directors, business development managers, advertising agencies, exporters and importers...anyone who has dealings with the Chinese market.

To secure your seat:

Provide your contact details to: Chinese Language and Cultural Advice
T: 08 8352 6128 E: info@clca.com.au W: www.clca.com.au

Cancellation policy:

Fees are not refundable on cancellation or withdrawal up to five working days prior to the workshop, or for non-attendance.

About Chinese Language and Cultural Advice

CLCA was formed in 1998 to provide consultancy services to companies and organisations doing business with, or seeking to do business with the Greater China Region. Our dedicated team of trainers, translators and interpreters aim to ensure that you foster an effective and profitable relationship with your Chinese counterparts.