



Selling and distributing your product in China

Inbound China strategy

How do you bring your products and services to China's 1.4 billion people? China is emerging as the world's pre-eminent consumer market, yet you are also aware of the difficulties faced when trying to enter this market.

To ensure a smooth market entry, companies have turned to Melenco, with its recognized presence and excellent reputation in Asia. We have a broad network of business relationships which makes market entry possible and successful for you.

At Melenco we dare to think big while paying attention to the smallest details. We help you find quality purchasers, agents, and distribution channels in China, as well as determine and plan for all the technical, financial and legal requirements involved in your potential inbound China business according to local Chinese laws and regulations. We have the experience and drive to find the best approach to reach your goals.

China is notorious for being a difficult market to enter – which is why you need a partner to ensure success. By utilizing the services of Melenco you overcome many difficulties - whether they are due to language, culture, or working with different time zones. Moreover, you save time and money by not having to establish a branch office in China. Melenco takes care of the import process, and we have our own licenses and strong relationships with logistic service providers.

Our process is a very robust one to ensure that your product is successfully marketed in China. We analyze how your key competitors are positioned in the market, and we deliver penetration and growth strategy tailored for your company. We identify, contact and establish relations with agents, distribution channels and service providers. In addition, we can also represent your company at trade fairs to ensure you have an additional sales outlet and are aware of the latest competitive developments in your sector.

Melenco focuses on the following sectors:

- Food & beverage;
- Fruits & vegetables;
- Beauty care and cosmetics;
- Textiles;
- IT;
- Industrial equipment;
- Custom projects.

Companies already trading with China have also come to Melenco to increase their control over their distribution channels and trading operations.

We have an extensive office and business network throughout Latin America, Asia, Europe, and Africa that can amplify your monitoring and communications activities in China with the help of your local Melenco office or representative.

Business development services

Melenco is the ideal partner to assist manufacturers and investors in developing their China business. We develop business development strategies for your entry into China, identifying and securing distribution channels, prospective partners and service providers to achieve a profitable and trustworthy supply chain.

Our services can vary from a tailor made market research to a straight forward practical approach and quick sale. Most importantly, Melenco can manage key processes and communications with stakeholders after the commercial relationship has started.

Key benefits of using Melenco for your China entry strategy:

- Overcome cultural and time zone barriers;
- Advise on business practices in the target market;
- Outline business development strategies;
- Review of the regulatory framework applicable to the business in question;
- Identify and secure distribution channels, prospective partners and service providers to establish a profitable and trustworthy supply chain;
- Breakdown of variables and constraints in the supply chain, including licenses, law regulations and taxes;
- Identification of key competitors;
- Identification, contact and establishment of trade relations with buyers, agents, distribution channels and/or service providers;
- Business to Business consulting service and tailor made market research for the development of market penetration and growth strategies;
- Providing access to bank entities, with the inclusion of letters of credit, escrow services, insurance and other financing options;
- Management of key processes and communications with stakeholders.



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