

CHINA ENTRÉE



Providing advice and counsel to American enterprises
and organizations interested in forming business relationships in China.



A joint venture of
Global Communicators, LLC, Washington, DC, and
Global Partners LLC, Windermere, FL USA

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C H I N A E N T R É E



“China is everywhere these days.”

“Powered by the world’s most rapidly changing large economy, it is influencing our lives as consumers, employees, and citizens. The words Made in China are as universal as money... (it is) the world’s largest maker of consumer electronics (and is) moving quickly and expertly into biotech and computer manufacturing... No country plays the world economic game better than China.”

China, Inc.

Ted C. Fishman

Shanghai—China’s 21st Century Metropolis



C H I N A E N T R É E



Number One in attractive investment Destinations.

With 1.3 billion people, China offers U.S. investors a potentially lucrative market. Coupled with neighboring markets in Southeast Asia and India, the opportunities for trade and investment are virtually limitless. With 2002 entry into the World Trade Organization, China is today one of the most competitive foreign direct investment locations. Today, with full implementation of WTO commitments, China's investment climate will be one of the most open in the world.

Americans by the thousands have been taking advantage of this opportunity. FDI has exceeded \$497 billion cumulatively since 1991, with more than 417,000 foreign investments. Many use China as a world export base, while others cater to the huge domestic demand.

Smaller and medium-size U.S. businesses—not just large corporations—are awakening to the exciting investment potential in China and the region.

China Entrée is designed to serve the needs of those enterprises.





China Entrée experience spans More than a decade.

Our professional staff has worked with small and mid-size U.S. corporations as well as investment promotion agencies around the world in tapping the China opportunity.

We have provided extensive desktop and field research to clients through feasibility studies that analyzed, evaluated and recommended direct foreign investment opportunities.

Clients have used our services for advice and counsel on trade and investment opportunities through sourcing agreements, greenfield investments, joint ventures, best practices, value-adding, mergers and acquisitions, market research, trade and investment promotion, and due diligence.

Mr. Harff and Mr. Soto meet with Beijing Investment Promotion officials.



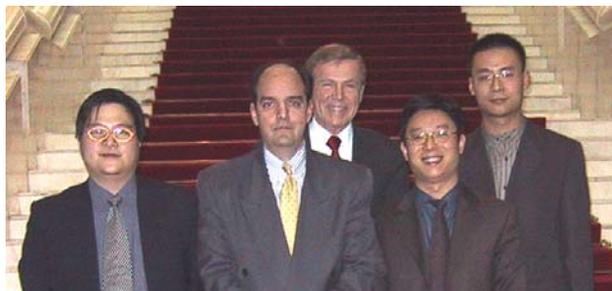


Feasibility studies provide launching pad for evaluating China investment options.

Cost-effective, fast-track feasibility studies by China Entrée professionals are the hallmark of most assignments we undertake. Components of a typical China feasibility study include:

- Desktop research utilizing resources available in Washington, DC, New York, NY, and via the Internet to identify and qualify potential business partners in China;
- On-site research and investigations in targeted Chinese economic sectors that include discussions with private-sector organizations such as the American Chamber of Commerce in China and economic sector industrial associations.
- On-site research focused on Chinese government agencies including the Development Research Center of the Chinese State Council, China Council for the Promotion of International Trade, and Ministry of Commerce Foreign Investment Administration;
- Identification and in-country meetings with potential legal and accounting professionals such as the transaction services of international business consulting firms, and Chinese and U.S. law firms specializing in foreign direct investment issues.

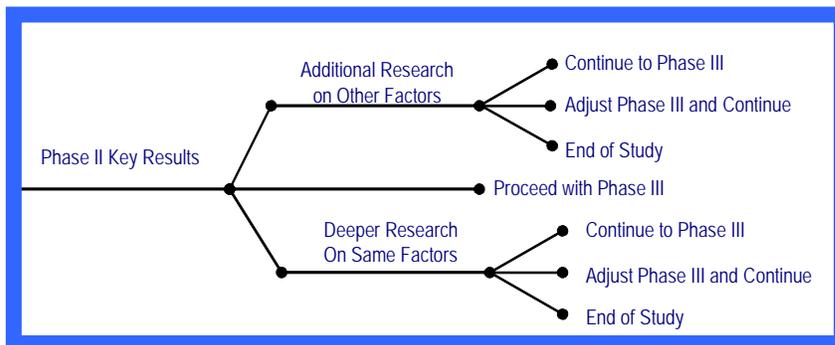
Officials of the China Ministry of Commerce (MOFCOM) with China Entrée executives Luis Soto (second from left) and Jim Harff (third from left) in Beijing..



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- Exploratory meetings with potential Chinese business partners; evaluation and selection of the most appropriate potential partners; additional meetings and research to further qualify such leads.
- Arranging face-to-face meetings between clients and final selections of potential partner companies in China, preparation of concise briefs on each company, and participation in the meetings.



Our “phase by phase and decision making tree” methodology, together with customized working reports provide a strategic approach that allows our clients to effectively assess their business opportunities.

The Dongting Lake Bridge in the Hunan Province of China is one of few “next generation” bridges. It uses cable dampers containing magneto-rheological fluid which have the capability to change viscosity in response to an electromagnetic field.





Professional logistics make the difference Between a successful visit and a waste of time And money.

Useful results from research and in-country meetings require a well-planned and executed client visit to China for the purpose of meeting with potential business partners.

Our highly skilled staff knows how to handle logistics that will ensure an efficacious itinerary as well as an enjoyable experience in China. We can manage the following logistical imperatives:

- **Professional translation services**, essential in a country where most business people do not speak English. (We have an excellent translator based in Beijing who is part of our extended team.)
- **Ground and air transportation in China** through our in-country colleagues. (We can arrange for cars and drivers as well as airline ticketing on China Eastern, China Southern, Air China, and all other domestic and international carriers.)
- **Hotel and meeting arrangements.** (We have a close working relationship with the St. Regis Hotels in Beijing and Shanghai, as well as other exceptional hotels across the country.)



St. Regis Shanghai (far left) offers excellent accommodations and services for American business leaders. China Entrée Principal Luis Soto meets with the president of a Chinese company interested in joint venture.

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- Breakfasts, luncheons, dinners and receptions with potential Chinese partners. We understand the cultural dimensions of dining and meeting with Chinese nationals, and we are familiar with excellent venues appropriate to the objectives of a meal or meeting.
- Sightseeing opportunities in Beijing, Shanghai and other parts of China. It is important for American business visitors to experience The Great Wall, Forbidden City, Tiananmen Square and other exceptional sites in China. We plan and arrange for personal tour guides to maximize these cultural experiences.





The China Entrée Difference.

As emerging business relationships with China dominate the global marketplace, China Entrée trade and investment promotion professionals have adapted and expanded their skills, based on decades of experience, to build a platform that provides keen judgment and creative action to assist its clients.

A number of factors characterize the advice and counsel we offer.

Breadth and depth of knowledge and experience in researching, assessing, and identifying business opportunities for U.S. companies with an interest in entering the complex yet exciting Chinese market.

Established reputation, strong credibility and impressive track record in working closely with clients to develop and execute growth strategies in China.

Extensive network of contacts throughout the United States and China provide essential political, legal, cultural and economic insights on which the highest quality advice and counsel are premised.

Decades of combined experience in international business consulting, multicultural and multi-lingual capabilities, and sensitivity to existing and emerging cultural differences.

China Entrée is small by design, with a global reach that assures the very best expertise at a very reasonable price for small and mid-size American businesses.



The China Entrée Team

James W. Harff **China Entrée Principal**

With 30 years of international experience in business, government and public affairs, Jim Harff brings to the China Entrée leadership contemporary experience in counseling small businesses with an interest in China.

He has worked strategically with a mid-size international petrochemical company in identifying investment opportunities in a comparable sector in China. From **Beijing**, to **Shanghai**, **Nanjing**, **Fujian**, **Shaxian** and **Hong Kong**, Mr. Harff identified and met with 200 Chinese companies as part of the process of identifying potential joint venture or acquisition partners for his clients.

He has established strong relationships with American business organizations in Beijing, business consulting firms in Shanghai, Chinese government trade and investment promotion agencies, interpreters, and hotel and travel experts.

Mr. Harff's first taste of international business occurred 32 years ago when, as a young Director of Corporate Public Affairs for plumbing giant **Kohler Co.**, he handled European business media relations at Kohler's international meeting of its **Europe**, **Middle East** and **Africa** sales and distributor team in **Monaco**.

After leaving Capitol Hill following an eight-year stint as chief of staff to three Members of the **U.S. House of Representatives**, Mr. Harff entered his current profession with work for the **Egyptian Ministry of Defense** and the Egyptian Ambassador to the United States.

For almost a decade, Mr. Harff was fully immersed in the Balkans conflict, representing successively and in some cases concurrently, the **Republics of Croatia**, **Bosnia-Herzegovina**, **Kosovo**, and **Albania**. Other assignments ranged from **El Salvador** to **Estonia**.

Under a grant from The World Bank, Mr. Harff was part of a team of investment promotion experts who for two years advised **Bolivia** on expanding trade and investment.

Later **Western Switzerland** provided extensive experience for Mr. Harff in organizing and implementing foreign direct investment programs from the United States. Currently, he and his foreign direct investment team in Washington serve the image-building and investment promotion needs of **Honduras** and its investment and trade promotion agency.

His **China** investment promotion work centers on assisting U.S. companies in identifying and analyzing possible business partners in China. He earned his master's degree at Northwestern University, Chicago, Illinois.



The China Entrée Team

Luis Soto

China Entrée Principal

Luis Soto, an international business development specialist, has conducted extensive research on China, including the analysis of business opportunities in China's investments, communications and technology sector for the **Ministry of Science and Technology in Venezuela**. He also participated in a benchmark analysis of China's petrochemical sector business conditions for the **Venezuelan Petrochemical Company (PROESCA)**. Additionally, he performed wide-ranging fieldwork research on determinant factors for trade and business opportunities in China.

Mr. Soto, an attorney, draws from extensive experience in international trade, investment promotion, and sector competitiveness analysis over the last decade.

He participated in the design and implementation of trade and investment marketing campaigns for the **Bolivian Trade and Investment Promotion Agency**, the **Guyana Office for Investments** and the **Venezuelan Foreign Investment Council**, in areas related to agribusiness, tourism, heavy and light manufacturing industry, petrochemicals, telecommunications, mines, forestry and textiles, among others.

He has been International Consultant to the **World Bank**, the **Foreign Investment Advisory Service, FIAS** and the **Multilateral Investment Guaranty Agency, MIGA** (World Bank Group), the **Inter-American Development Bank, IADB**, and the **US Agency for International Development, USAID**, and **The Andean Group** on competitiveness, investment promotion, trade, and business climate matters.

In the 1990s he was a member of the Board of Directors of the Venezuelan Import – Export Bank with the responsibility of coordinating export strategies to the **U.S., Latin America and the Caribbean** markets. He was also Executive Director of the **Venezuelan Investment Promotion Agency, CONAPRI**, for more than 9 years, where he conducted extensive investment promotion efforts throughout **Europe** and **Asia**. This included countries such as **Malaysia, South Korea, Japan, and China**.

Luis is a Juris Doctor from the “Andrés Bello” Catholic University in Venezuela with a Master's Degree in Business Administration from the Institute of Advanced Management Studies, IESA, in Venezuela, obtained in 1989.





The China Entrée Team

Maximilian Ullmann **International Advisor**

Mr. Ullmann has **over thirty-five years of experience** in international business and marketing, technology transfer, and government relations in Europe, the United States, the Middle-East, Africa, Asia, and **around the world**.

In addition to his work for China Entrée, Mr. Ullmann represents clients in dealings with **The World Bank, International Finance Corporation, InterAmerican Development Bank**, and other international finance institutions.

Before founding **Tenosal Communications, LLC**, an international defense/security oriented consulting firm, Mr. Ullmann served as manager and executive of **Garrett Corporation** and **RCA Corporation**.

Mr. Ullmann also served as manager of **Far East and Pacific Distributors** operations for **EXXON Corporation**. In this post Max found himself deeply involved inter-relating with various Asian governments and working closely with local officials.

For sixteen years Mr. Ullmann served as senior executive for the **FIAT Group**, Italy's largest private industrial corporation. In 1989, he was appointed Vice President of Defense Systems, at FIAT's Washington, DC office, following various managing positions in the **Defense Vehicle Division of IVECO**, FIAT's industrial and military vehicles arm, including establishment of their Middle-East operations in Dubai, UAE.

Using the strategic approach he developed for Tenosal, LLC, involving customized and dynamic workgroups composed of the most talented problem solvers available in each field, with a dedication to long-term client relationships, Mr. Ullmann contributes invaluable insight to China Entrée.

Mr. Ullmann studied psychology and sociology at the Universities of Geneva, Switzerland, and Tuebingen, Germany.



The China Entrée Team

Mark A. Groombridge, Ph.D. **China Entrée Expert**

Dr. Mark A. Groombridge is Vice President and Senior Research Analyst at Global Communicators, LLC (GC). An expert on Chinese affairs, having lived and studied in China, Dr. Groombridge brings considerable experience to the GC team. He has published numerous articles and commentaries on China and is the lead author of the *Tiger by the Tail, China and the WTO* (AEI Press, 1999).

Dr. Groombridge previously served as the **principal advisor on Asian Affairs to the Under Secretary of Arms Control and International Security at the U.S. State Department**. With extensive travels to Beijing, he served as the Head of Delegation for the U.S. at the Prevention of an Arms Race in Outer Space Conference sponsored by the United Nations held in Beijing in April 2003.

After his assignment in Washington, he served as **Counselor to the U.S. Ambassador to the United Nations** in New York. In this latter capacity, he had the opportunity to serve as the lead negotiator for the U.S. on a number of vital issues of key importance to the United States and China.

He also served as the **Senior Advisor for Policy Planning at the Department of Commerce** where he oversaw and developed strategies to promote America's technological leadership and international trade, with a particular focus on U. S. dual-use export control policy towards China.

Before joining government, Dr. Groombridge worked at several prominent research institutes, including **Cato** and the **American Enterprise Institute**. He has been a frequent commentator on television and has spoken at conferences across the globe. He has advised numerous companies on their business dealings with China and has taught at International and Chinese Politics at Columbia, George Washington, and Johns Hopkins University.

Dr. Groombridge holds a Ph.D. in Political Science from Columbia University where his dissertation on State-Owned Enterprise Reform in China received the highest honors, and a B.A. from the University of Minnesota in Chinese Language and International Relations.



What our clients think of our work

“By combining excellent research and analysis with skillful evaluation of business options and opportunities in China, the principals of China Entrée have provided our company with incisive yet cost-effective professional counsel. Their understanding of Chinese business and culture, the nuances of language differences, and the importance of well-planned logistics have made them an invaluable part of our international business team.”

Michael R. Brotz
President and CEO
Plastics Engineering Company
Sheboygan, Wisconsin

“The experienced team of Global Communicators and Global Partners did an outstanding job in the design and implementation of our “U.S. Targeting Investors Campaign” in years 2002 and 2003. Their professional and thorough work was key in the identification of the main U.S. player in the textiles and wood sector, which showed interest and pursued business opportunities with Bolivia. Their team of professionals worked with a strong commitment to our project, always going the extra mile to surpass our expectations with great results. Working with them was educative and also effective in the achievement of our main goals”.

Jorge Gotret
Investment Promotion Program Director
Bolivian Trade and Investment Promotion Agency,
CEPROBOL



“For more than a decade, I have worked closely with executives of Global Communicators on international marketing and communications projects that have added substantial value to Croatia’s travel and tourism industry. Their results-driven, highly professional, strategic approach is superb, and I can highly recommend them for trade and investment promotion assignments.”

Pave Zupan-Ruskovich
Former Minister of Tourism
Republic of Croatia

For further information, please contact:

China Entrée
Global Communicators, LLC
901 15th Street, NW, Suite 250
Washington, DC 20005
(202) 371-9600
(202) 371-0808 (fax)
ChinaEntree@globalcommunicators.com

www.ChinaEntree.com



CHINA ENTRÉE



When it comes to China, we deliver more than you would typically expect from a consulting firm. Our China Entrée partners, a network of international and Chinese experts, work collegially with our clients in a committed, creative, and savvy way to identify strategic business opportunities that build enduring value and long-term relationships.

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