

# Doing Business in China: An Overview of Export Opportunities and Trends

WSU International Trade Assistance Center

Friday, March 6, 2015 from 8:30 AM to 10:30 AM (EST)  
Fairborn, OH

Explore the following topics during the seminar:

- Business culture and practices and what to expect
- Macro and segment market analysis
- Competition landscape
- Capital access strategies to fund export activities
- China FDA Regulatory Guidelines
- Key potential customer profiling
- Existing manufacturer and distributor mapping
- Product localization strategies
- Supply chain modeling
- Development of Government partnerships to support marketing strategies
- Comprehensive go-to-market proposals
- Sales, Marketing and distribution in preferred product categories
- Development of economic development incentives to support company growth

Register [HERE!](#)

*Learn more about export financing, getting help entering the global marketplace and how to get paid by foreign buyers overseas now in this [blog](#) post!!*