



# How to conduct market research and implement a China strategy?

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MYCHINAWEB  
INCREASE YOUR ONLINE VISIBILITY IN CHINA



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- Managing Director of **HORSTEN International**, offering China consulting services to European SMEs
- Founding Partner of **MyChinaWeb**, the first China Online Marketing agency in Belgium
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## Market research at a limited budget

1. Understand what you want to research – which questions do you want answered and in how much detail?
2. Start with a desk research: a lot of information available free of charge or at low cost (some in Chinese only).
  - ✓ Trademarks and other intellectual properties
  - ✓ Tariffs and taxes
  - ✓ Standards
  - ✓ Competitors and prices
  - ✓ Chinese social media apps
  - ✓ Consumer surveys
  - ✓ Tastings
  - ✓ Finding & screening of a potential partner in China
  - ✓ ...



# Trademarks and Intellectual Properties



- Global brand databases: <https://www3.wipo.int/branddb/en/>
- [www.chinatradoemarkoffice.com](http://www.chinatradoemarkoffice.com)
- <http://wcjs.sbj.cnipa.gov.cn/txnT01.do> (Chinese only)
- China IPR SME Helpdesk at [https://intellectual-property-helpdesk.ec.europa.eu/regional-helpdesks/china-ip-sme-helpdesk\\_en](https://intellectual-property-helpdesk.ec.europa.eu/regional-helpdesks/china-ip-sme-helpdesk_en)

国家知识产权局商标局 中国商标网  
TRADEMARK OFFICE OF CHINA NATIONAL INTELLECTUAL PROPERTY ADMINISTRATION

若您用户在注册或登录过程中有任何疑问，请拨打咨询电话  
010-63218500或在[留言咨询栏目](#)（商标注册业务咨询）进行留言。

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主办单位：国家知识产权局  
网站标识码：bm30000002  
京ICP备05069085号-14  
京公网安备 11040102700058号



Even if you do not export to China yet or you are only importing from China, your brand may already be in China:  
=> suppliers, daigou traders, tourists, students, trademark squatters

# Registering Trademarks in China


- China has adopted a “First-to-file” system
- Based on Nice classification system
- Registration per class
- Protection per sub-class (unique to China)
- Registration of a Chinese trademark(?)






# The EU Access to Markets Portal

<https://trade.ec.europa.eu/access-to-markets/en/home>

 An official website of the European Union

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Including **ROSA** Rules of Origin Self-Assessment

 [How to use this form](#)

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Product name or HS code

Product name or HS code

▾

Country from

▾

Country to

▾

Search >

# Example: export of confectionary to China

Product name or HS code	Country from	Country to	
<input type="text" value="180690"/>	<input type="text" value="Belgium"/> ▼	<input type="text" value="China"/> ▼	<a href="#">Search &gt;</a>

## Results for product code 1806.90 from Belgium to China

Tariffs

[Tariffs under a heading](#)

[Taxes](#)

[Procedures and formalities ▼](#)

[Trade barriers](#)

[Trade flow statistics](#)

[How to read the results](#)

### Tariffs

latest update: 01 October 2021

GEN	<b>General duty rate</b>	<b>50%</b>
Tariff applicable to 41 countries and territories		
MFN	<b>Most Favoured Nation rate</b>	<b>8%</b>
Tariff applicable to 194 countries and territories		



# Example: export of confectionary to China

## Results for product code 1806.90 from Belgium to China

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Tariffs

Tariffs under a heading

**Taxes**

Procedures and formalities ▼

Trade barriers

Trade flow statistics

How to read the results

### Taxes

latest update: 01 October 2021

#### Value added tax (VAT)

Value added tax is levied at a rate of 13% of the duty paid value.



# Example: export of confectionary to China

## Results for product code 1806.90 from Belgium to China

Tariffs

Tariffs under a heading

Taxes

**Procedures and formalities** ^

Overview

General ▼

Specific ▼

Trade barriers

Trade flow statistics

How to read the results

### Procedures and formalities

latest update: 27 September 2021

[How to read the results](#)

Under **procedures and formalities** you will find:

- An overview presenting general country information such as on international agreements and preferential treatment, registration requirements, customs procedures and regulations, standardisation, used goods and waste, prohibited imports, requirements for import formalities, marking and labelling etc.
- Information on general requirements which are applicable to all goods.
- Information on specific requirements which are only applicable to certain goods.

# Example: export of confectionary to China

## Results for product code 1806.90 from Belgium to China

Tariffs

Tariffs under a heading

Taxes

Procedures and formalities ▼

**Trade barriers**

Trade flow statistics

How to read the results

### Trade barriers

latest update: 06 September 2021

Title	Date	Status
<a href="#">Registration and listing of establishments exporting food and drink products to China</a>	29 Jan 2020	Active
<a href="#">Measures on the Security Assessment of the Cross-Border Transfer of Personal Information and Administrative Measures on Data Security (Drafts June2019)</a>	19 Dec 2019	Active

# Example: export of confectionary to China

Tariffs

Tariffs under a heading

Taxes

Procedures and formalities ▼

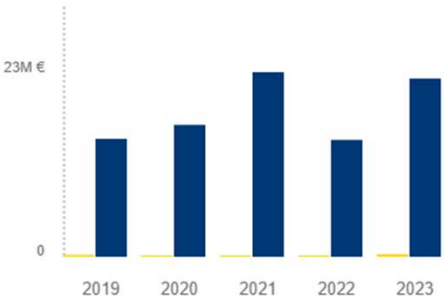
Trade barriers

**Trade flow statistics**

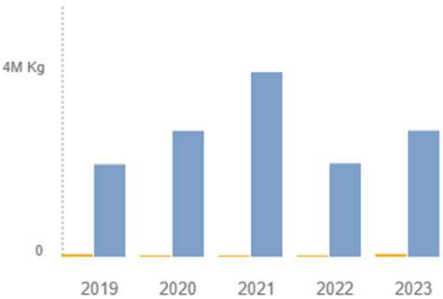
How to read the results

## Belgium to China

Value



Quantity



**i** K: 1.000 M: 1.000.000 G: 1.000.000.000 T: 1.000.000.000.000

Years	Import value	Export value	Import quantity	Export quantity
2019	78,084 €	14,406,068 €	26,144 Kg	1,834,640 Kg
2020	663 €	16,125,617 €	127 Kg	2,510,432 Kg
2021	326 €	22,638,000 €	8 Kg	3,692,439 Kg
2022	469 €	14,279,892 €	56 Kg	1,857,092 Kg
2023	163,880 €	21,853,763 €	31,568 Kg	2,514,756 Kg



## Calculation 'landed cost'

After the Customs Inspection is done, the import tariffs and taxes will be applied: first the import tariffs, then VAT, then consumption tax, if applicable.

Example:

- Product: beer
- Ex-works price = EUR 1,00
- Import tariff 5%
- VAT 13%
- Consumption tax (COT): 0,235 yuan per liter

Calculation formula:

$(\text{ex-works price} + \text{freight}) \times 1,05 (\text{tariff}) \times 1,13 (\text{VAT}) \times 1, \text{COT}$

$(\text{€}1,00 + \text{€}0,10) \times 1,05 \times 1,13 \times 1,235 = \text{€}1,465$

# Chinese Sources: Tariffs and Taxes



Information Sources in the Chinese language:

- Tariffs and taxes: [www.hsbianma.com](http://www.hsbianma.com)
- General Administration of Customs PR China: <http://www.customs.gov.cn>



- CNCA (Certification and Accreditation Administration of the PRC): <https://www.cnca.gov.cn/>





# State Administration for Market Regulation (SAMR)

<http://www.samr.gov.cn>

2021年10月06日 星期三

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State Administration for Market Regulation

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### 习近平致电祝贺岸田文雄当选日本首相





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- 习近平：加强国家生物安全风险防控和治... 09-30





# Standards

Standardization Administration of the PRC: [www.sac.gov.cn](http://www.sac.gov.cn)

Chinese-language version:



English Language version:





# Finding competitors and suppliers

Search on Chinese apps, e-commerce platforms or search engines:

- in English: epermarket.com, baopals.com, alibaba.com, made-in-china.com, global-sources.com
- in Chinese: Taobao.com, tmall.com, tmall.com.hk, JD.com, yhd.com, 1688.com, Baidu, WeChat, Douyin, Xiaohongshu (Rednote), Weibo, Bilibili, Zhihu, Tieba, etc.

The screenshot shows the epermarket website. At the top, there's a navigation bar with a search bar, a location pin for SHANGHAI, and a shopping cart icon. Below this is a banner with the epermarket logo and the tagline 'THE TASTE OF HOME'. There are icons for login/register, top-up, and refer a friend. A categories menu is visible, including Epicurean, Eperkitchen, VIP Lounge, Raclette & Fondue, Gifts Ideas, Cheese Platter, Catering, and Promo. A red 'PROMO' banner highlights a '2ND AT 50% OFF' offer. Below this, a section titled 'PROMO' features five product cards, each with a discount tag and a shopping cart icon. The products are: Whisky Infused Scottish Smoked... (5% OFF, ¥179), Mövenpick Vanilla Dream Ice Cream 500ml (10% OFF, ¥88), Black Tiger Prawn Paste 150g (10% OFF, ¥16), Scottish Smoked Salmon 100g (5% OFF, ¥75), and Traditional Scottish Smoked Salmon 200g (5% OFF, ¥179).

The screenshot shows the baopals website. The header includes 'DEPARTMENTS' and 'DISCOVER' links, the baopals logo, and user options for CNY/China, SIGN IN, and a shopping cart with 0 items. The main banner features the text 'THE BEST WAY TO SHOP IN CHINA' over a background image of a hand holding a smartphone displaying various products. Below the banner, there's a navigation bar with links to 'THE BLOG', 'THE CCC', 'HELP CENTER', 'CLOTHING SIZE GUIDE', and 'GET THE APP'. A search bar with the placeholder 'What are you looking for?' is present, along with a 'TRENDING' section listing items like All Mobile Power Banks, Whiteboards, Glue Sticks, Duck Eggs, and Ground Cumin. The 'WHAT'S HOT ... REVIEWS ... SHOPS' section displays three product listings: 'Everything' (¥9.45), 'Women' (¥33.84), and 'Sturdy And Functional! Can Hold A Lot!' (¥9.45). Each listing includes a product image, a price tag, and a 'More Reviews' button.



# Case study: competitive analysis on Tmall

## Growth milk

Item				Sales Data			
Store 店铺	Brand 品牌	Link ID 链接	Commodity Name 产品名	Volume 容量	Price 价格	Monthly Sales 月销量	Price Dif 差价
伊利旗舰店 Yili Flagship Store Tmall	伊利QQ星 Yili QQ Star	<a href="https://detail.tmall.com/item.htm?spm=a1z10">https://detail.tmall.com/item.htm?spm=a1z10</a>	儿童高钙成长牛奶健固型 Children's high calcium growth milk	15x190ml	¥ 53.00	1000+	¥ -
		<a href="https://detail.tmall.com/item.htm?spm=a1z10">https://detail.tmall.com/item.htm?spm=a1z10</a>	儿童成长牛奶-全聪型DHA牛奶 Children's growth milk - DHA milk	15x190ml	¥ 53.00	2000+	¥ -
		<a href="https://detail.tmall.com/item.htm?spm=a1z10">https://detail.tmall.com/item.htm?spm=a1z10</a>	原生非人工添加DHA纯牛奶 Original non artificial DHA pure milk	12x195ml	¥ 68.00	offline	¥ -
蒙牛旗舰店 Mengniu Flagship Store Tmall	蒙牛未来星 Mengniu Future Star	<a href="https://detail.tmall.com/item.htm?spm=a1z10">https://detail.tmall.com/item.htm?spm=a1z10</a>	儿童成长牛奶骨力型 Children's growth milk bone strength type	15x190ml	¥ 54.00	1000+(=)	¥
		<a href="https://detail.tmall.com/item.htm?spm=a1z10">https://detail.tmall.com/item.htm?spm=a1z10</a>	儿童成长牛奶DHA佳智型 Children's growth milk DHA	15x190ml	¥ 54.00	1000+(+400)	¥ -
		<a href="https://detail.tmall.com/item.htm?spm=a1z10">https://detail.tmall.com/item.htm?spm=a1z10</a>	儿童有机奶 Organic milk for children	12x190ml	¥ 66.00	700+(-100)	¥ -
澳牧旗舰店 Australia's Own Flagship Store Tmall	澳牧Australia's Own	<a href="https://detail.tmall.com/item.htm?spm=a1z10">https://detail.tmall.com/item.htm?spm=a1z10</a>	儿童牛奶补钙全脂纯牛奶 Children's whole milk with calcium	6x200ml	¥ 59.90	100+ (=)	¥ -
		<a href="https://detail.tmall.com/item.htm?spm=a1z10">https://detail.tmall.com/item.htm?spm=a1z10</a>		12x200ml	¥ 119.00	1000+(+500)	¥ -
		<a href="https://detail.tmall.com/item.htm?spm=a1z10">https://detail.tmall.com/item.htm?spm=a1z10</a>		15x200ml	¥ 148.00	400+(+100)	¥ -
		<a href="https://detail.tmall.com/item.htm?spm=a1z10">https://detail.tmall.com/item.htm?spm=a1z10</a>		18x200ml	¥ 168.00	3000+ (+1000)	¥ -
		<a href="https://detail.tmall.com/item.htm?spm=a1z10">https://detail.tmall.com/item.htm?spm=a1z10</a>		30x200ml	¥ 288.00	300+ (-200)	¥ -
		<a href="https://detail.tmall.com/item.htm?spm=a1z10">https://detail.tmall.com/item.htm?spm=a1z10</a>	儿童成长牛奶 0蔗糖补钙 Children's growth milk 0 sucrose with calcium	6x200ml	¥ 59.90	1000+(=)	¥ -
		<a href="https://detail.tmall.com/item.htm?spm=a1z10">https://detail.tmall.com/item.htm?spm=a1z10</a>		12x200ml	¥ 119.00	1000+(=)	¥ -
		<a href="https://detail.tmall.com/item.htm?spm=a1z10">https://detail.tmall.com/item.htm?spm=a1z10</a>		24x200ml	¥ 238.00	200+ (-300)	¥ -
Australia's Own 海外旗舰店 TMG	澳牧Australia's Own	<a href="https://detail.tmall.hk/item.htm?spm=a1z10">https://detail.tmall.hk/item.htm?spm=a1z10</a>	儿童牛奶补钙全脂纯牛奶 Children's whole milk with calcium	15x200ml	¥ 128.00	400+(+100)	¥ -
		<a href="https://detail.tmall.hk/item.htm?spm=a1z10">https://detail.tmall.hk/item.htm?spm=a1z10</a>		30x200ml	¥ 256.00	49(+36)	¥ -
		<a href="https://detail.tmall.hk/item.htm?spm=a1z10">https://detail.tmall.hk/item.htm?spm=a1z10</a>		45x200ml	¥ 378.00	15(+13)	¥ -
安佳官方旗舰店Anchor Flagship Store Tmall	安佳Anchor	<a href="https://detail.tmall.com/item.htm?spm=a1z10">https://detail.tmall.com/item.htm?spm=a1z10</a>	儿童成长牛奶调制乳 Children's growing milk	27x190ml	¥ 129.90	offline	¥
		<a href="https://detail.tmall.com/item.htm?spm=a1z10">https://detail.tmall.com/item.htm?spm=a1z10</a>	儿童牛奶高钙原味0蔗糖牛奶 Children's milk high calcium 0 sucrose	15x190ml	¥ 75.90	10000+(=)	¥ -
德亚旗舰店Weidendorf Flagship Store Tmall	德亚Weidendorf	<a href="https://detail.tmall.com/item.htm?spm=a1z10">https://detail.tmall.com/item.htm?spm=a1z10</a>	儿童成长高钙早餐学生牛奶 Children's growth milk high calcium	3x200ml	¥ 19.90	7000+(+4000)	¥ -
		<a href="https://detail.tmall.com/item.htm?spm=a1z10">https://detail.tmall.com/item.htm?spm=a1z10</a>	礼盒 gift box	10x200ml	¥ 69.90	57(+23)	¥ -
		<a href="https://detail.tmall.com/item.htm?spm=a1z10">https://detail.tmall.com/item.htm?spm=a1z10</a>		12x200ml	¥ 69.90	800+(-200)	¥ -
		<a href="https://detail.tmall.com/item.htm?spm=a1z10">https://detail.tmall.com/item.htm?spm=a1z10</a>		24x200ml	¥ 109.90	2000+(+1000)	¥ -
乐荷旗舰店Vecozuvel Flagship Store Tmall	乐荷Vecozuvel	<a href="https://detail.tmall.com/item.htm?spm=a312a.7700824.w4011-14543684924.51.734a">https://detail.tmall.com/item.htm?spm=a312a.7700824.w4011-14543684924.51.734a</a>	荷兰进口有机纯牛奶 儿童成长牛奶 学生营养早餐 Imported from the NL organic whole milk children's growth milk student nutritious breakfast	24x200ml	¥ 249.00	1000+	¥ -
天猫国际进口超市 TMG Import Supermarket	乐荷Vecozuvel	<a href="https://detail.tmall.com/item.htm?spm=a230r.1.14.16.ca886c46HdUuqQ&amp;id=600119397774">https://detail.tmall.com/item.htm?spm=a230r.1.14.16.ca886c46HdUuqQ&amp;id=600119397774</a>	荷兰进口有机高钙全脂纯牛奶 儿童成长奶礼整箱 Imported from the NL organic high calcium whole milk children's growth milk gifting whole case	24x200ml	¥ 179.00	600+	¥



# Case Study: marketing scan

## Growth milk



General Info				Overview						
Brand 品牌	Platform 平台	Link ID 链接 ID	General Impression 总体印象	# Fans 粉丝量	Posts/month 内容月发布量	Content Type 内容类型	Engagement 粉丝互动 (Views, likes, comments, reading now, saves)			Remarks 备注
伊利QQ星 Yili QQ Star	WeChat 微信	QQxing2019	Menu: 官方商城、学生奶专区、福利、与动漫人物联名竞猜互动竞猜游戏、公益相关。活动丰富，内容实用，排版精美，与粉丝互动频繁，福利活动多。 Official mall, student milk area, welfare, interactive guessing game with cartoon characters, public welfare related.		2	服务号：内容丰富，科普育儿等先关话题，留言区与粉丝互动兑换奖品，与动漫卡通人物形象联名产品包装。 QQ星卡通人物形象表情包、促销活动预告、节日话题及活动福利等。 Service number: rich content, such as popular science parenting	like 5~68	# views 3632~19k	Reading now 3~49	
	Weibo 微博	<a href="https://weibo.com/yili/8851791977is.html">https://weibo.com/yili/8851791977is.html</a>	内容形式比较丰富，图片、视频、文字，每月发布的次数也比较频繁，有品牌专属卡通人物形象，活动形式也比较丰富，抽奖，与其他品牌联动，有明星等影响力比较大的人做宣传。 The content is rich in forms, including pictures, videos and texts, which are released with most users.	1.18m	48	活动视频，图片+热点话题+抽奖Activity video, pictures + hot topics + lucky draw	comment 0~50		like 0~50	与知名明星等活动相关评论和点赞稍多 There are slightly more comments and likes related to famous stars and other activities
	DouYin 抖音	QQ星	内容丰富，图片为主，文案比较文艺，福利多，与用户互动频繁，每次评论都抽奖。 Rich content, mainly pictures, literary copywriting, more welfare, frequent interaction with	463k	19	新品宣传，以儿童为主角的产品宣传New product promotion, product promotion with children as the leading role	comment 2~10k		like: 5~57k	2020年7月至今年7月底断更From July 2020 to the end of July this year stopped updating
	Little Red Book 小红书	717254813	中英文版本，网页简洁方便Chinese and English version, simple and convenient web page	44k	27	福利，优惠活动、新品宣传、热点话题、宝宝牛奶相关知识科普、品牌联名儿童玩具或生活用品。 牛奶相关甜品制作视频Welfare, preferential activities, new	Comment 10~200, 200~	Save: 0~26k	like 100~26k	福利较大的内容点赞评论的越多The larger the benefits of the content like the collection of
	Website 官网	<a href="http://www.yili.com/en/index">http://www.yili.com/en/index</a>								
蒙牛未来星 Mengniu Future Star	WeChat 微信	weilaixingstar00	Menu: 官方商城，科普育儿知识专栏，内容实用，排版精美，阅读量高但与粉丝互动较少Official mall, popular science parenting knowledge column, practical content, beautiful layout, high reading volume but less interaction with fans		stop update(20/6)	stop update(20/6)				
	Weibo 微博	<a href="https://weibo.com/weilaixingclub">https://weibo.com/weilaixingclub</a>	明星代言人显示比较突出，抽奖活动比较频繁，以图片+文字的内容形式最多。评论中品牌有争议事件，口碑不太好。 The display of star spokesmen is more prominent, the raffie is	1.10m	no content	活动图片+热门话题+抽奖Activity picture + hot topic + lucky draw				
	DouYin 抖音	未来星	视频较少，没有互动There are fewer videos and no interaction	17k	no content	街头采访视频、牛奶科普、直播预告Street interview video, milk science popularization, live preview				
	Little Red Book 小红书	642496716	内容少且质量不高，图片视频不清晰，没有吸引力The content is little and of low quality, the pictures and videos are not clear and attractive	82	no content	壁纸设计图片，互动福利舞蹈比赛，参加展会Wallpaper design pictures, interactive benefits dance contests, participate in exhibitions				
	Website 官网	<a href="https://www.mengniu.com.cn/product/brand/">https://www.mengniu.com.cn/product/brand/</a>	网页简洁、形象代言人突出Simple web page, prominent image spokesperson							
澳牧Australi a's Own	WeChat 微信	AMETCZNN	订阅号：菜单：品牌故事、微商城、京东店、社群服务、福利、抽奖等Subscription number: Menu: brand story, micro mall, JINGdong store, frequent interaction, good welfare, beautiful layout.	100~300	5	热点话题，活动福利、赞助综艺节目相关，公益活动Hot topics, activity welfare, sponsorship of variety shows, public welfare activities	like 5~17		Reading now 5~557	互动福利越好点赞再看越多The better the interactive benefits, the more you like them
	Weibo 微博	<a href="https://weibo.com/australiasown">https://weibo.com/australiasown</a>	内容形式丰富，图片文字视频；活动类型丰富，赞助亲子综艺节目等，抽奖活动，品牌联动等。评论大多为综艺节目中的明星等人粉丝。 Rich form of content, pictures, text and video;	48k	58	活动视频，图片+热点话题+抽奖Activity video, pictures + hot topics + lucky draw	comment 0~20		like 0~50	关于赞助的综艺节目的内道和抽奖活动点赞评论多There are many likes and comments about the
	DouYin 抖音	澳牧进口儿童牛奶	视频互动不多，直播较多Not much video interaction, more live	9.16k	14~16	情景剧形式宣传产品卖点，小孩相关话题，直播预告Marketing product selling points in the form of sitcoms, child-related topics, live preview	comment 0~5		like 0~20	福利较大的内容点赞评论的越多The larger the benefits of the content like the collection of
	Little Red Book 小红书	386931155	图片、视频制作精良，文案紧跟热点，发放福利频繁。 Pictures and videos are well-made. copywriting is hot, and welfare is issued frequently.	7.085	4	直播预告，赞助综艺节目相关、奶制品甜品制作图片及食谱、福利活动、节日祝福及福利、育儿经验科普Live broadcast preview, sponsor variety show related,	comment 0~10		like 0~20	七夕节抽奖活动点赞评论较多，2879点赞收藏和276个评论The Qixi Festival lucky draw attracted
	Website 官网	<a href="http://www.australiasown.cn/">http://www.australiasown.cn/</a>	中文网页，简洁，主页突出显示品牌赞助青少年综艺、电视节目等。 Chinese web page, simple, the home page highlights the brand sponsored youth variety, TV programs, etc.							
安佳Anchor	WeChat 微信	Anchor-nz	服务号：菜单：品牌故事、产品手册、官方商城、美食比赛，烘焙美食，排版精美，互动形式多样Menu: Brand story, product manual, official mall, food competition, baking food.	6000~7000	5	热点话题、节日+互动福利，美食甜点食谱，打折活动预告Hot topics, festival + interactive benefits, gourmet dessert recipes, discount event preview	like 10~20		reading now 30~120	无儿童牛奶宣传活动Child-free milk campaign
	Weibo 微博	<a href="https://weibo.com/anchorhordairy">https://weibo.com/anchorhordairy</a>	内容形式较丰富，图片视频文字，视频多以美食制作为主，其他节日热点话题多以图片+抽奖形式The content forms are rich, with pictures, videos and texts mainly focusing on food	172k	15~30	美食制作视频，热点话题+图片+抽奖Food production video, hot topics + pictures + lucky draw	comment 0~10		like 0~10	
	DouYin 抖音	安佳	视频制作精良，点赞较多，无关于儿童牛奶的宣传The video is well-made, with many likes and no promotion of children's milk	561k	6~8	美食制作视频Food Making Video	comment 20~50		like 20k~30k	
	Little Red Book 小红书	606550663	品牌主推奶酪和芝士等，儿童牛奶相关内容不多，粉丝互动少The brand focuses on cheese and cheese, but there is not much content about children's milk, and there is little	3850	no content	乳制品美食制作及品牌宣传视频，节日祝福、健身相关Dairy food production and brand promotion video, festival blessing, fitness related				
	Website 官网	<a href="https://www.anchorhordairy.com/">https://www.anchorhordairy.com/</a>	网页简洁、会员可登录，可直接在网页购买产品，主打产品为黄油、奶油干酪等The website is simple, members can log in, can buy products directly on the website, the main							
德亚Weiden dorf	WeChat 微信	weidendorf	服务号：菜单：官方商城、产品介绍、100元券、排版简洁内容Menu: official mall, product introduction, 100 yuan coupon. Typography concise content	150~350	11	有奖互动抽奖，力度不大，效果不是很好。节日相关热点话题，品牌线上线下活动There are frequent interactions with prizes, but the strength is not strong.	like 0~15		reading now 0~10	与儿童牛奶相关话题不多，也有成人牛奶的话题There are not many topics related to children's milk.
	Weibo 微博	<a href="https://weibo.com/weidendorf">https://weibo.com/weidendorf</a>	发布频率不高，多以节日热点话题为主，活动主要为打折促销活动预告The release frequency is not high, mainly focusing on hot topics of the festival, and the activities are mainly	35k	no content	优惠活动+节日热点话题祝福Preferential activities + holiday hot topic blessing				
	DouYin 抖音	德亚牛奶	内容多且单一，互动少。 Lots of content and little interaction.	111k	3~18	牛奶知识科普、情景剧式产品宣传Milk knowledge popularization, sitcom type product promotion	comment 0~2		like 5~20 or 200~300	
	Little Red Book 小红书	weidendorf	个人视频科普较多，互动较少宣传视频制作精良Personal videos are more popular science, less interaction and well-made propaganda videos	443	8	牛奶知识科普、热点话题、节日祝福Milk knowledge popular science, hot topics, holiday wishes	comment 0~10	like 0~10	save 0-10	
	Website 官网	<a href="https://www.milklyve.com/html/deya.html">https://www.milklyve.com/html/deya.html</a>	为品牌所属集团网页，中英文版本，网页简洁方便For brand group web page, English and Chinese version, simple and convenient web page							
乐得Vecozui vel	WeChat 微信	gh_3ac8718a5930	无内容，主体：山东橙色乳品有限公司，时间2021年5月14号No content, subject: Shandong Orange Dairy Co., LTD. Time: May 14, 2021		no content					
	Weibo 微博	<a href="https://weibo.com/yu/2914799637ogpaw18">https://weibo.com/yu/2914799637ogpaw18</a>	今年3月之前发布次数频繁，之后内容很少There were a lot of posts before March, and very little since	7.841	no content	相关热点话题转发、节日图片祝福+抽奖Related hot topics forwarding, festival picture blessing + lucky draw				
	DouYin 抖音	vecozui	内容少，于2020年8月14日开始只有5个视频，皆为品牌牧场相关There are only 5 videos since August 14, 2020, all of which are related to brand pasture	1.285	no content	牧场宣传视频Promotional video for the ranch				
	Little Red Book 小红书	959892635	2021年没有更新。 There is no update for 2021.	9.597	no content in 2021	之前以牛奶知识科普、食谱、品牌牧场视频为主Before milk knowledge popular science, recipes, brand pasture video mainly				2021年没有更新。 There is no update for 2021.
	Website 官网	<a href="http://www.vecozui.com.cn">www.vecozui.com.cn</a>	中文版网页。内容不多Chinese version of the web page, content is not much							

## Scanning products



Free analytical tools are available to help, for example within Wechat, Taobao, Weibo, Tieba, Zhihu, Baidu, etc.

The WeChat and Taobao apps have a feature to scan barcodes of products or products packaging to check where and at which prices these products are sold (online) in China.



淘宝  
Taobao

# Example: taobao scan function



Lipton ice tea:

淘宝  
Taobao





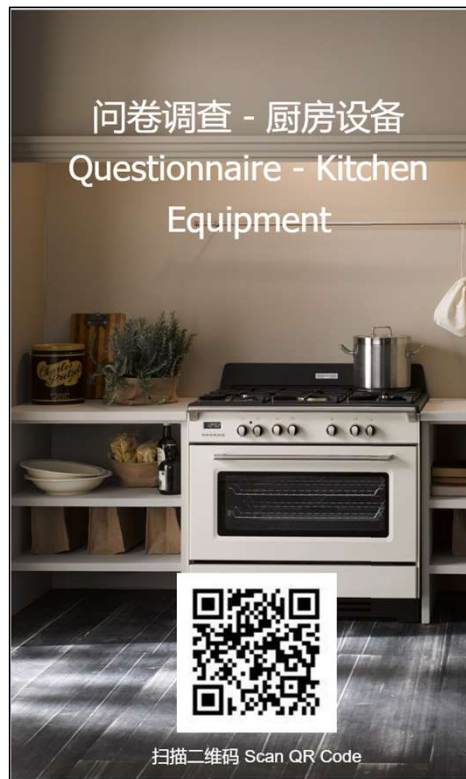
# Example: WeChat scan function



La Chouffe beer: results show product information and JD.com shops



# Online Consumer Survey



[www.wjx.cn](http://www.wjx.cn)



## On-the-ground footwork in China

- Ask your potential customers/distributors/suppliers/partners face-to-face for their feedback
- Ask help from agencies, such as VOKA, BCECC, Flanders Investment & Trade, Awex, hub.brussels, EU SME Centre
- Visit exhibitions
- Talk to industry professionals and China experts
- Attend networking and social events
- Do store checks



# Product label

- Chinese brand name:  
乐美特 Le Mei Te
- Importer: name of  
Chinese company





# Example: tasting on exhibitions



## FHC 2019 Shanghai Taste Test Analysis

**Project Name:** Vondelmolen China Business Development

**Project Managers:** Ashley – Bart Horsten

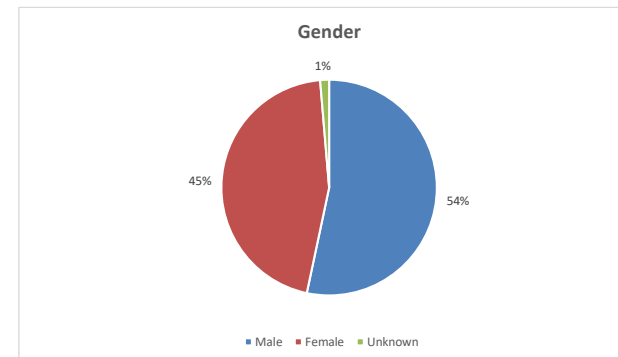
**Date:** November 22, 2019

### GENERAL BACKGROUND INFORMATION

**Total number of questionnaires:** 75

#### 1. Gender

Gender	Respondents	%
Male	40	54%
Female	34	45%
Unknown	1	1%
Total	75	100%



**Remark:** One person just filled in the second product (B), their general background info thus remains unknown.

## Partner search and screening in China





# What can be checked online?

Company name	Registered address	Establishment date / Term of operation	Business License No. / Business scope
Company type	Registered / Paid- up capital	Shareholders	Officers (legal representative, BOD, Supervisors, General Manager)
Status	Mortgages (not always complete)	Punishments / illegal actions	Abnormal list / blacklist



# Background checks

- National enterprise credit information public system: <http://www.gsxt.gov.cn/index.html>
- Tian Yancha: <https://www.tianyancha.com/> (only from China) or the tianyancha WeChat miniprogram



扫码下载天眼查APP  
查询更多企业信息





## Who is who?

Companies in China are registered under their **Chinese name written in Chinese characters**

English names are just for reference and are not official names

*Horsten Xi'an Innovation Services Co.Ltd.*

豪斯顿(西安)咨询服务有限公司

Always ask for a duplicate business licence with affixed company stamp

# Business Licence



Unified social credit code

统一社会信用代码  
916101317835818595

Company name

名称 豪斯顿(西安)咨询服务有限公司

Type of company

类型 有限责任公司(外国法人独资)

Legal representative

法定代表人 BART RAF M.HORSTEN

Business scope

经营范围 一般项目:信息咨询服务(不含许可类信息咨询服务);货物进出口;针纺织品销售;五金产品批发;电子元器件批发。(除依法须经批准的项目外,凭营业执照依法自主开展经营活动)

Registered capital

注册资本 柒万欧元

Date of establishment

成立日期 2006年05月08日

Registered address

住所 西安市高新区科技路27号E阳国际702室

Company seal

登记机关

2024年10月24日

Validity

营业执照  
(副本1-1)

扫描二维码登录“国家企业信用信息公示系统”了解更多登记、备案、许可、监管信息

国家企业信用信息公示系统网址: <http://www.gsxt.gov.cn>

市场主体应当于每年1月1日至6月30日通过国家信用信息公示系统报送公示年度报告。

国家市场监督管理总局监制



# Company Seal

- More important than a signature
- Know what the right seal looks like
- Chinese name on the company seal must be SAME as on
  - Business licence and
  - as in the identification of the Parties at the beginning of the contract

Mainland China company seal



Hong Kong seal examples





# Do your due diligence

- Call the general fixed phone line
- Check the address or visit the company
- Check if your contacts are working there or are authorized representatives of the company
- Talk to third parties: customers, suppliers, competitors, governments, trade associations, media
- Ask for foreign references and other information
- Check the official company chop, business license and other company documents (tax certificates, IP registrations, lease agreement/land-use right certificate, financial documents)
- Is the bank account in the name of the partner?
  
- ... and use your common sense







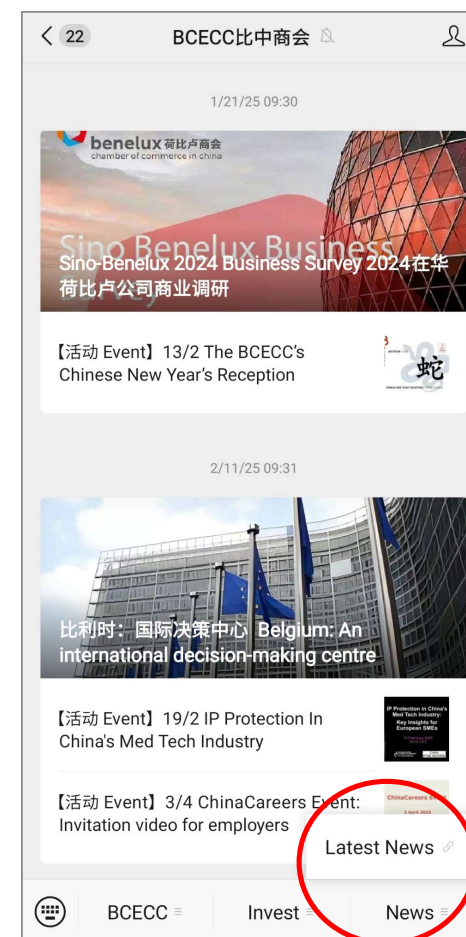
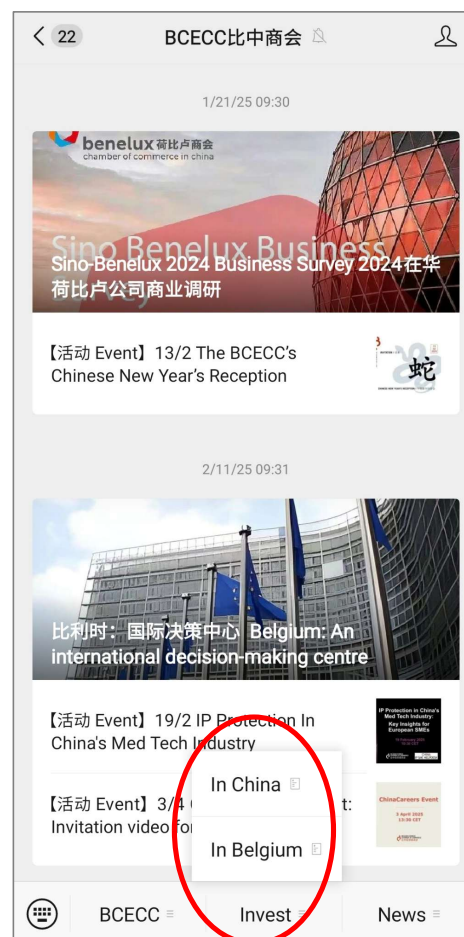
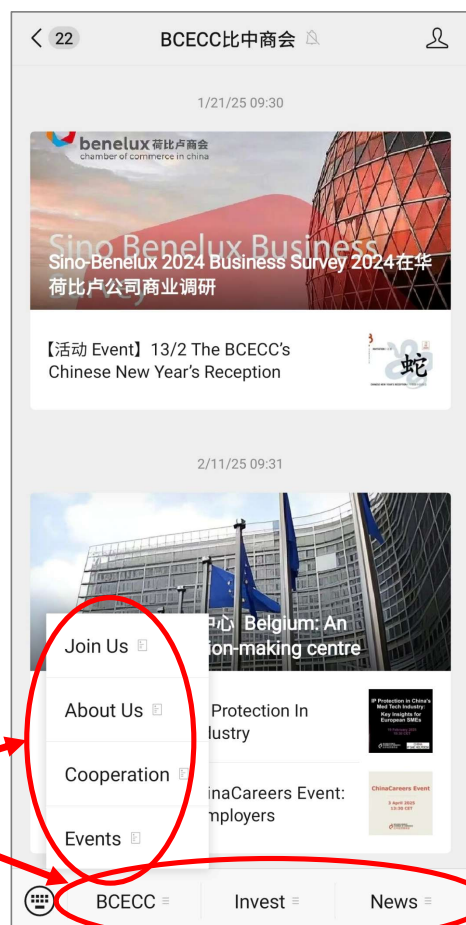
In China:  
“First you become friends, then you do business”

# BCECC WeChat account



FOLLOW US ON WECHAT  
关注比中商会中英文双语微信  
公众号

Menu pages



# Additional reading



如何在中国找到代理商? - How to find a distributor in China?






如何寻找合适的中国供应商? - How to find suitable suppliers in China?



How to screen companies in China? 如何在中国筛选公司?



 02 345 25 54  
 [info@bcecc.be](mailto:info@bcecc.be)  
 [www.bcecc.be](http://www.bcecc.be)

Articles published on the BCECC WeChat account, newsletter and website

# Strategic Considerations



Have a  
strategy!

# Strategic Considerations



Think Online &  
Offline!



# Strategic Considerations



Stay in Control!

# Strategic Considerations



Localization!

# Strategic Considerations

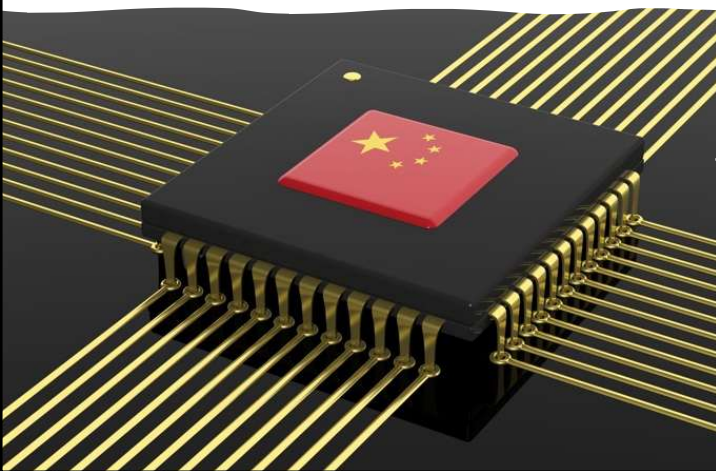


Flexibility!

# Strategic Considerations



Commitment!



## GENERAL RECOMMENDATION

*Instead of seeing China's economic and technological development as a threat and initiate protectionist measures against China, EU companies should **proactively look for Chinese partners and partnerships** for joint development and commercialization.*

*Cooperating intelligently with Chinese companies can not only provide opportunities for EU companies in China, but **also in the rest of the world.***

Bart Horsten

[www.horsten.be](http://www.horsten.be)





WeChat Official Account Horsten International

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710075 Xi'an, Shaanxi Province, PR of China  
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**MYCHINAWEB**  
INCREASE YOUR ONLINE VISIBILITY IN CHINA