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Access to China — Information Vault

Practical guidance for overseas businesses working with China.

Explore the article collections for being seen, being found, and starting to trade in China.



Foundation Being seen in China articles

Discovery Being found in China article

Execution Start trading in China articles

Focus: China internet + trading

Audience: overseas businesses

Last modified: v5.1 – 15 October 2026

How this information vault is organised

The Access to China information library is organised into three practical collections. Each collection reflects how Chinese users, platforms, and regulations actually work.

Start with reliability (being seen), move to discovery (being found), and then build the trading model and operations (start trading).

Practical takeaway: Start with “Being seen”, then “Being found”, and only then focus on trading.

Browse the article collections

Use the tiles below to enter each collection. Each collection contains topic pages and practical checklists.

Being seen on the Chinese internet

Foundation

Website accessibility, hosting, performance, and trust. Can Chinese users actually load your site?

[View articles](#)

Being found in China

Discovery

Chinese search engines, SEO, content structure, and how discovery works inside Chinese platforms.

[View articles](#)

Start trading in China

Execution

Business models, ICP licensing, payments, shipping, B2B vs B2C, and practical risk reduction.

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Most ‘China problems’ are technical and structural, not marketing-related.

Quick guidance

Use these checks to keep trust and usability high.

- Can your site load fully inside mainland China (no blocked resources)?
- Are you using third-party services that are slow or blocked in China?
- Does your structure work inside WeChat’s in-app browser?
- Do you understand ICP and China hosting rules for public sites?
- Have you chosen the correct trading model (B2B, B2C, e-Mall, distributor)?

Note: “Looking Chinese” is not the goal. Trust comes from consistency, authenticity, and a smooth mobile experience.

Need help?

If you’d like help improving mobile usability and China accessibility while keeping an authentic overseas brand feel, contact support@accesstochina.com

Note: Looking “Chinese” is not the goal. Being reliable, fast, and clear is.

 Test a web page from China

 Download "Access to China — Information Vault" paper (PDF)

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