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Successful trading in China

A practical checklist for reducing risk and increasing success when trading with China.

Covers trademark protection, IP, China market research, government funding signals, and validating business contacts.

SUCCESSFUL TRADING IN CHINA

Strong Partnerships. Local Insight. Sustainable Growth.

KEY SUCCESS FACTORS



LOCAL INSIGHT

Understand the market, customers and culture



STRONG PARTNERSHIPS

Work with trusted local partners and suppliers



COMPLIANCE & TRUST

Follow local laws and build a reputable brand



LONG-TERM MINDSET

Invest for the long term and grow together



BUILD. PARTNER. GROW. SUCCEED IN CHINA.

Your success is our mission.

THE REWARDS



ACCESS TO 1.4+ BILLION CONSUMERS

The world's most dynamic consumer market



SUSTAINABLE GROWTH

Expand your business and increase profitability



COMPETITIVE ADVANTAGE

Differentiate your brand and build loyalty



GLOBAL IMPACT

Success in China drives global success



CLEAR STRATEGY

Define your goals and enter the right way



RIGHT MODEL

Choose the right business model for the China market



LOCAL EXECUTION

Operate locally with the right team and partners



MARKET ACCESS

Reach customers through the right channels



CONTINUOUS GROWTH

Optimize, adapt and grow together



TOGETHER, WE BUILD SUCCESS IN CHINA. | Local knowledge. Global vision. Lasting results.



Foundation Being seen in China articles

Discovery Being found in China article

Execution Start trading in China articles

Focus: risk reduction + due diligence

Audience: overseas businesses

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Experience matters

Access to China and its directors have been working and trading in China for over twenty years.

While Access to China primarily focuses on IT services, we also assist Chinese companies in sourcing products and services from overseas companies.

There are many books and websites dedicated to trading with China. Below are a few practical points for building a stronger foundation.

Practical takeaway: Start with a few foundational steps that reduce risk and increase your ability to scale.

Brand ownership in China

Brand protection does not automatically carry between the UK / EU / USA and mainland China.

A brand can be registered in China by a Chinese or international company, which can remove your trading rights to use it in China.

We recommend registering your brands, trademarks, and logos in mainland China.

Practical takeaway: Register trademarks in China early — it gives you the power to develop the market without travelling there.

Intellectual property protection

As with branding ownership, it is essential to ensure your company's intellectual property rights are protected.

A protected intellectual property position can provide additional benefits for new ideas and technical development, including access to regional funding support.

Practical takeaway: Protect IP before discussions get serious — it can also unlock financing options for development.

Research your products and brand inside China

Your research can start without travelling to China.

Look for your products and brands on Asian websites and search engines.

You may find the market has already formed — for example, overseas retail products can be resold into China.

Practical takeaway: Do a China-first discovery sprint: search, screenshots, prices, resellers, and competitor positioning.

Government funding and the Five-Year Plan

Chinese development is guided by five-year plans and significant investment in business and infrastructure.

Many large Chinese businesses are government-owned, and progress is measured against the five-year plan.

Some SMEs receive funding if they demonstrate how they will contribute to plan goals.

Practical takeaway: Review the current Five-Year Plan themes relevant to your sector; it helps explain incentives and partner behaviour.



Use these checks as your minimum due diligence before committing time and money.

Quick checklist

Use these checks to keep trust and usability high.

- Have you registered your trademark/brand in mainland China?
- Have you protected key IP before sharing detailed information?
- Have you researched your product/brand on Chinese platforms and search engines?
- Have you checked whether the partner's goals align with China's current Five-Year Plan themes?
- Do you know who holds decision power (and have you verified company relationships)?
- Have you obtained independent references and third-party validation?

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

JV requests and what they can signal

Some new companies ask for a JV with overseas companies to access funding or meet plan goals, such as moving manufacturing to China, gaining new technologies, or creating local employment.

Funding is not necessarily bad — but you need to understand the funding source before investing time and money.

Practical takeaway: If a JV appears early, ask: what is the real goal, who funds it, and what must be proven to unlock funds?

Who are you talking to?

Chinese contact is one of the hardest issues in any country: who are you talking to, and what role do they really hold?

Use the internet to find as much information as possible about the business.

Sometimes you will see multiple business cards with different company names — check the relationships between companies.

Practical takeaway: Validate people + entities: titles, licenses, ownership structure, and who has decision power.

Reading the room and keeping things simple

Identifying the power base in a meeting is difficult. Often, the person with nothing to prove asks the fewest questions.

Government staff can no longer receive expensive gifts or be taken for costly meals — keep things simple and to the point.

Always walk away if it does not feel right. If necessary, they will come and find you.

Practical takeaway: Don't force the deal. If it feels wrong, pause — the best deals survive distance and time.

Get references and independent support

Seek assistance from international trading organisations, references, and other relevant sources.

See the useful links for additional information.

Practical takeaway: Treat references and third-party validation as standard due diligence, not an optional step.

 [Test a web page from China](#)

 [Download "Successful trading in China" paper \(PDF\)](#)

[Access to China — Successful trading in China](#)

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