

YOUR COMPETITIVE ADVANTAGE IN CHINA SINCE 1995



THE CHINA BUSINESS GROUP, INC.

Beijing ■ Shanghai ■ San Diego

China *Experience* China *Expertise* China *Success*



About CBG



Since 1995 The China Business Group has been providing comprehensive consulting and investment services to help companies achieve, sustain and expand on their success in China. No matter whether your firm views the China opportunity in terms of manufacturing, R&D, or market expansion, CBG has the experience and expertise to help you navigate China's complexities to rapidly and efficiently achieve your goals.



CBG's core team of China professionals has been working together as a team for over 10 years to offer an exceptional blend of business, operational and technical expertise in China. Our professionals in Beijing, Shanghai and San Diego have extensive experience in establishing and managing operations in China, setting up sales and distribution networks, establishing supply chains, conducting financial analysis and due diligence on acquisition and partner targets, and developing and expanding markets.



CBG has worked with a large number of companies in a wide range of industries over the years. We have assisted companies that have over 20 years of experience in China and those that are China novices. Our extensive track record of success can be seen in the testimonials of satisfied clients, some of which are listed on the following pages.

CBG Testimonials

Mike Heath
Partner
Catalyst Business
Systems

“For more than 12 years The China Business Group has been a trusted and strategic partner in our ongoing growth and acquisition activity in China. The depth and quality of work done by The China Business Group is always exceptional. I would not consider moving into the China market or expanding into new market segments or categories in China without the research and input of The China Business Group.”

Steve Simms
Executive Vice President
Danaher Corporation

“Danaher Corporation has sought the assistance of The China Business Group in China on several occasions over the last five years. We have consistently found their market analyses and strategy recommendations to be on target, and we continue to build a successful business in China with CBG’s input at critical junctures. I would strongly recommend The China Business Group to any company seeking to create and implement a strategy for achieving their goals in China.”

Jim Adams
President
FlyntAmtext

“We told CBG that we had to be operational as quickly as possible to meet customer demands but even so, we were still amazed at how fast they got our business entity established, licensed, registered and ready for business. We were especially impressed by the availability of the CBG team members working on our project and the speed with which they were able to provide answers to our questions. Excellent work all around.”

CBG Testimonials

Edward J. Haddad
Vice President
Intellectual Property and
Licensed Products
New Balance Athletic Shoe

“New Balance has worked with CBG several times over the years. Our corporate team finds that CBG consistently delivers the thoughtful, critical analysis that we need to map our continually evolving strategy for China.”

Edward J. McDonald
Director
International Business
Development
Hewlett-Packard Company

“The China Business Group’s strong connections and excellent primary research gave us the insights we needed to intelligently expand our distribution and sales in China. They helped us gain a true understanding of both our customers and the relevant authorities. CBG’s analysis was a model of what all advisory firms should aspire to.”

Claudia Harner-Jay
Program Officer
PATH

“CBG immediately established credibility with the PATH team and took the time to understand our needs. They set high expectations, and then proceeded to beat them. We have been very impressed.”

Gangpu Lee
General Manager
Danaher Tool China

“I can definitely trace our rise to high profitability and strong market share in China back to the foundation work that The China Business Group did for us as we were entering the market. The strong CBG team really put us on the right track.”

STRATEGY

INSIGHT

KNOWLEDGE

EXECUTION

With offices and staff in Shanghai, Beijing and San Diego, CBG has an exceptional blend of business, operational and technical expertise in China. We use our hands-on China business experience to provide companies with the following assistance:

- Development and implementation of strategic business plans
- Identification and evaluation of acquisition targets, joint venture partners, contract manufacturing partners, and distribution partners
- Investment analyses, due diligence and feasibility studies
- Market, industry and competitor analyses
- Development of sourcing programs for parts, components and finished goods
- Due diligence on potential partners and acquisition targets
- Site location analyses, comparing regions, cities and foreign investment zones
- Negotiation strategies and assistance
- Legal business entity establishment, including manufacturing operations, R&D centers and representative offices

Expertise

Success

Teamwork

Experience

www.cbg-inc.com

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