



Engaging China: The realities for Australian businesses

The Australian Business Foundation invites you to the launch of our latest research project investigating Australian businesses and their engagement with China. This project is a reality check on actual experiences of doing business with China. It looks beyond the China hype to the strategies and approaches Australian businesses are using on the ground in China.

When: Monday, 10 August 2009

Time: 9:45am for 10am - 12pm

Where: Australian Business Foundation

Level 16, 140 Arthur Street,

North Sydney

RSVP: Clint McGilvray 0413 285 186 or clint.mcgilvray@abfoundation.com.au

There is no right equation for businesses engaging with China. It is constantly changing and the right answer is different for every organisation. Rapid economic growth and development have ensured China will continue to play a big part in Australia's future, so what are the rules, challenges and opportunities for Australian businesses in China?

Drawing on 26 case study companies who are selling, buying, operating or outsourcing to China, this study highlights the issues critical to business success in China. It canvasses issues such as culture, relationships, government, skills, quality, intellectual property, communication, partners, clients, manufacturing, services and strategies.

Led by leading international affairs specialist, Dr Keith Suter, this study draws on analysis by former Beijing correspondent for The Australian, Catherine Armitage and intelligence from 26 case study enterprises prepared by the China specialists at Australian Business International Trade Services.

In the hyper-competitive and fast-moving China market of today, this study goes beyond mainstream assumptions and delves into the realities of doing business in the China market.

For more information please contact Clint McGilvray on 0413 285 186 or clint.mcgilvray@abfoundation.com.au