



## YOUR CHINA CONNECTION



**Market entry**

**Strategic alliances**

**Representative offices**

**Technology & patent transfer**

**Joint ventures**

**Source & Supply**

**Communication**

**Quality Control**

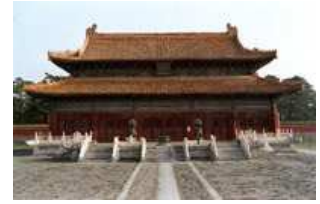


**Our mission is:  
TO TURN KNOW-HOW  
IN HOW-TO AND ACTION**

## INTRODUCTION

迈特环保技术设备（香港）有限公司

Business and consumer demand in China is growing constantly and rapidly. Permanent growth offers a great challenge for and many interesting opportunities for European businesses. MERIT helps companies to enter the vast and rapidly growing Chinese market and to build profitable business relations.



We offer practical "hands-on" services to achieve targets relating to all aspects of your China business plans.

Merit Technologies & Equipment works as consulting, researching & negotiating partner and assists in setting up representative offices, organizing technology and patent transfers, establishing joint ventures and other business transactions. We act as dedicated purchasing agents and organize the sourcing of products from China for worldwide export.

In our approach we will assess your demands, the viability for the Chinese market, research and report on market conditions and offer hands on assistance in building a profitable market entry strategy. Our approach is practical and "down to earth".

MERIT has offices in China, with our operational office in Shenzhen, (close to Hong Kong and Guangzhou) and associate offices in Shanghai and Beijing.

Established in 2003, Merit Technologies & Equipment is the exponent of a business-to-business market-, sales- and product development company. We assist our clients and execute functions relating to

- Source & supply, procurement
- Setting up permanent basis of operation in China
- Search and find of strategic alliances
- Development and execution of market entry plans
- Development of sales, marketing and distribution strategies



## GO THERE



All China success stories start with one simple step: Go there!

Don't just go to the major cities, but travel and see the country. Get to know people and learn about their attitudes, culture and their ways of doing

business. Once you get a feel of the country, start thinking about business. If you want to set up your own company: think long term!

The three major issues for success are: communication, solid agreements and control. Larger companies have the resources and manpower to cover these areas. For many smaller companies this is a matter of concern, but also the area where Merit Technologies & Equipment is your partner.

If you think "you are too small" let's discuss. Merit Technologies & Equipment works with a cluster program; combining interested companies in their endeavors to enter the Chinese market. The cluster will provide management, location, legal, fiscal and financial support, while sharing overhead expenses.

## SETTING UP YOUR OWN ENTITY

Setting up a representative office, joint venture or a complete company; either for sales, procurement, marketing or production demands extensive and careful preparation. Your own entity brings many questions about permits, legalities, finance, tax, profit, management and control. Merit offers proven services in these areas and helps you in your decision-making process. We search for the best locations; local, regional and governmental support; potential partners and companies. We assist with all legal, accounting and tax aspects. We engage external, local services for some of these aspects, people that thoroughly know the finer details of setting up business in China.

## HOW TO PLACE YOUR PRODUCT IN THE MARKET?

Projecting your product in the Chinese market and analyzing its viability, feasibility, market unique features and selling points, pricing and potential in the selected market is part of the primary research we execute. Often these preliminary surveys are sponsored by the government.

Depending on the type of product this might entail extensive competitive analysis and test markets. It might lead to slight product modifications. We check your product against national and local legislation and applicable mandatory standards.

## MARKET SELECTION

Selecting and addressing the right market, both geographically, quantitative and qualitative is a logical and important step in introducing your product in a 1.4 billion people market. We have access to an extensive market intelligence portfolio and select and propose the most promising markets to our customers. If required we can set up test markets and analyze the results before final commitments are made.

## PEOPLE

If you intend to set up your own business, in whatever form, people are the most valuable asset and key to the success of your operation.

Communication; speaking the "same language" is vital. We help you set a profile for the type of people you need; recruit and match them with your "home office staff". We will inform you about legalities, remuneration, sales tools required and execute the actual search, pre select and pre qualify them, present them to you and if necessary train them on your behalf.

## MERIT RESOURCES

Being a Dutch Chinese company we have developed an extensive network. We can fall back on a selection of engineers, lawyers, accountants, tax- & HRM consultants. We have a history with many factories and are an established business partner. Guanxi still works in China.

关系  
guānxi

## SOURCE & SUPPLY

MERIT is your dedicated source and supply company. We (independently) source, buy and export industrial goods, consumer goods, electronics, technologies and equipment on behalf of customers, manufacturers, distributors, purchasing combinations & wholesalers around the world. Our expertise is found in supplies, products, components, equipment, machinery, materials and parts.

We supply "ready-made - off the shelf" products; custom-made products, engineered & designed products and generally speaking execute your wishes.

## CONTACT

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