

The PPMA Chinese Dragon Service

It's easy to say that we should be addressing the Chinese market. On first impressions it is a challenging perspective; a foreign culture, a foreign language, long distances and so on. It all sounds too risky and expensive!

Or is it...

In the face of these difficult circumstances, PPMA has developed a service that effectively de-risks the whole process of tackling the Chinese market and enables British companies of any size, however small, to make significant in-roads into this all important area!

More and more UK companies are using China to source low-cost components and materials whilst others have even moved their manufacturing facility to China. Other opportunities exist with Chinese manufacturers who are actively seeking overseas agents for their own products and there is also a vast Chinese market for UK products and services. After the USA, China is the single biggest consumer of luxury goods!

How is the PPMA helping British companies in China? – With a new opportunity!

PPMA has taken the significant step of establishing a China office right in the heart of the Chinese industrial powerhouse – SHANGHAI. Establishing an office in what is still a communist country halfway around the world is still a significant undertaking but this facility now provides a superb opportunity for British companies to take advantage of a suite of services run from this facility.



So... what exactly are the 'China Services' now available to British companies?

The services being offered are known collectively as the 'Chinese Dragon Service'. This service comprises of three main components:-

(1) The SILVER Chinese Dragon Service:-

This comprises of full support and advice from bilingual Chinese staff, market intelligence, translation services and telephone contact etc. China is still a country where 'who you know' is more important than 'what you know!'.
The PPMA China staff are superbly well-connected and use their network to source information, services and facilities for a range of company needs from answering questions such as; "Is there a market for my products and services", to "I need to visit China and establish business links in my sector – can you help?". This service is available for a modest one-off annual membership fee with larger projects being quoted on a case-by-case basis.

(2) The GOLD Chinese Dragon Service:-

This second tier of service is referred to as the 'Chaperone Service' providing British companies with a fully chaperoned business trip to China including pre-arranged business meetings with relevant business contacts or companies, accommodation, translation, interpreters and travel. Recreational activities can be also be arranged as part of the program. Costs are all established prior to departure to avoid any nasty surprises and, because PPMA is a trade association, the value for money is second to none.

(3) The PLATINUM Chinese Dragon Service:-

This premium level of service is generally termed the 'Tenancy Service'. Having visited China, companies invariably identify a variety of opportunities that they would like to exploit but it's difficult to manage such opportunities by telephone from halfway around the world! Ideally, what is required is an employee in a local satellite office. However, most companies would regard this as 'too risky!' PPMA has resolved this problem for you.

To start with we will work with you to identify the ideal employee to act on your behalf. Once they have been selected, rather than you employing them, the PPMA employs them on your behalf and accommodates them in what is our fully-serviced office in Shanghai, i.e. all of the employment risk and infrastructure/office costs are carried by the PPMA – not the tenant company. By taking this approach, the financial and legal risk to your company is essentially zero, comprising of only one months salary and rent! This is not a high price to pay for having what is essentially a representative office in the heart of Shanghai! Like the Silver and Gold Chinese Dragon Services, the cost of this option represents astonishingly good value and is within the budget of most companies with a desire to explore this all-important market. It comprises of four basic components; the employee salary, his/her expenses, the employment 'on-costs' (equivalent to the UK National Insurance), and a modest rental/management fee to PPMA. There are no hidden or unexpected costs for the service. All invoicing is managed through the PPMA UK office avoiding the need to operate in foreign currencies whilst keeping all transactions simple.

For further details of these innovative services, and a no-obligation quotation, please contact **Chris Buxton** at the PPMA UK office on; **020 8773 8111** or via e-mail to; **chris.buxton@ppma.co.uk**



Processing & Packaging Machinery Association