



Need Assistance to Shape Your Market Strategy for China?



Get the “Expert Opinion”

Sign up for a **QuickTake** and hear the opinions of our experts. This service first provides U.S. companies with a counseling conference call. We'll then prepare a brief survey report highlighting issues and opportunities nationally, and in different regional markets. Afterward, we provide additional counseling to help you develop a comprehensive strategy to prioritize your next steps.



Explore China’s Regional Markets

China has many different regions and each province has unique economic and social characteristics. One should be careful not to generalize about such a large country.

QuickTake China gives you critical feedback on export potential in regional markets and major cities such as Beijing, Chengdu, Guangzhou, Shanghai and Shenyang. Hong Kong is a market with its own unique characteristics. Need to know whether any second tier cities in our network of 14 American Trading Centers can also offer export or expansion potential? Ask for a **QuickTake**.

Less Than the Cost of a Plane Ticket



For \$750* – which covers the cost of coordinating counseling and the written “expert opinions” – we offer analysis of the potential of a product or service in any of these sectors:

- Aviation & Aerospace
- Automotive Components
- Construction Equipment
- Consumer Products
- Education
- Energy
- Environmental Technology
- Food Safety
- Franchising
- Healthcare Technologies
- IT/ICT
- Machine Tools
- Outbound Tourism
- Rail Transportation
- Safety & Security

* \$500 for each additional sector

It's Quick *and Easy* to Get Started

QuickTake is designed for highly motivated U.S. firms that are looking to expand their presence in China or Hong Kong. It is also an essential counseling service for firms that have not previously sold to China or Hong Kong.

- Is your company American and does your product or service have at least 51% U.S. content?
- Are you export-ready?
- Are you committed to exporting?
- Will you agree to follow up on suggested next steps provided in a **QuickTake China** assessment?

If you answered “yes” to these questions, visit our website today to register on-line at: www.buyusa.gov/china/en/qtcforexporters.html.

After we receive your form and a **QuickTake China** Questionnaire you also download from the same webpage, we will contact you to set up a conference call to discuss the market potential for your product or service.

A team of dedicated, experienced commercial specialists will then review your information, make calls to industry sources and prepare their brief, written “**expert opinions**” using a structured, categorized survey format. The information is similar to what they would provide verbally in a counseling session.

A typical **QuickTake China** survey will include

- ☑ Responses from as many as 6 major regional markets in China. Additional survey responses from participating American Trading Centers in some or more of the second tier cities shown will be added to each **QuickTake** survey.

- ☑ Advice on where and how to start or expand in China and Hong Kong;
- ☑ Information on current demand, future demand and competition;
- ☑ Insight on relevant Chinese regulations, standards and legislation,
- ☑ Regional assessments contribute from other cities in the same survey will only highlight current demand, future demand, competition and next steps.

Our Goal is to Support You

After the survey is sent to you, we will follow up. We want to assist you in developing a strategy to prioritize your next steps. In addition, we offer other business matchmaking services and support trade events which can be part of your marketing approach.

Can it Work for You?

Since becoming a pilot in Europe two and a half years ago, the **QT** coordinated counseling service has led to 91 export successes worth over \$45 million.

The difference is that **QuickTake China** can also be considered by companies already in the market who are seeking to expand.

You've Got Everything to Gain

Sign up for your **QuickTake** on China and Hong Kong today. Take the First Step.

Register Today for Your
Quick Take on China

www.buyusa.gov/china/en/qtcforexporters.html