



AsiaBizCo, LLC(ABC), is a leading cross culture business development consultancy focusing on Life Science/IT industry and has clients in China, Japan and US. ABC has been instrumental in the successful completion of cross border business projects between US and Asian companies. These projects include product sourcing, joint product development, marketing agreements and licensing.

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**ABC Newsletter**  
**Sights and Sounds from China**  
**May 2004**  
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- "The Best Investment I've Made" - a US executive's China experiences
- Eating and Doing Business in China " it's more than just a dinner
- Why China Life Science Now?

Greetings!

In this month's newsletter, observations from our March-April China trip and a call of attention to China Life Science industry.

"The Best Investment I've made" - a US executive's China experiences
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If you want to sell your products to China, but were afraid of or weren't sure where to start. This is a great story for you.

We were invited to a US Department of Commerce (DOC) business reception while in Beijing last week, and had the chance to chat with Paul Z, president of a medical equipment company in Colorado. He was participating in a trade mission organized by the DOC in accessing China's hospital market. He was in Beijing about 3 days the day we met, and was continuing on the trip to Chungdu for another 2 days. Paul said it was the best money and time he invested in China over the last couple of years. On his own, he had traveled to China 3 times in the past to meet with prospective buyers and has not been able to reach any deal. But this time, he met with many prospects on the same day, arranged by the DOC, and said excitedly that this was the "best investment I've made".

Trust is one of the underlying success factors for any successful business dealings, especially in international business. In China, government is seen as the absolute authority. You can use that perception to your advantage in establishing your trustworthiness in the eyes of your potential Chinese partners "C by utilizing the US DOC service. In effect, the US government is introducing you to your new business associates in China, and you will have established your legitimacy instantly. Besides, on your own, you may not be able to reach some of the busy Chinese CEO's or Presidents. And, the fee DOC charges is



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fairly reasonable too. We highly recommend DOC service for those starting out in China market. Find out more from the US commercial service web site at <http://www.buyusa.gov/home/export.html>.

## **Eating and Doing Business in China " it's more than just a dinner**

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In China, one of the must-attend is having dinner with your local partner. It is common and customary to have dinner with friends and business associates in China and there are many cultural nuances to the meals, there is more that meets the eyes than delicious food on the table.

For instance, where you and the rest of the guests sit at the round dinner table will be arranged by the host, according to each one's relationship to the host. The host is usually the one seated directly across from the door/entrance, if you pay attention, you will notice the host will have a different place setting than the rest. The guest of honor is usually placed at immediate right to the host. The person sitting directly across the table from the host is usually the one who pays the bill and will either be the right hand person of the host, a close friend or spouse.

Additionally, your Chinese host and guests will likely to offer you a minimum of 3 toasts with some kind of hard liquor. Even if you don't drink, it may still be wise to go along with the 3 rounds, lightly if you have to. Whether consciously or unconsciously, your dinner table behavior will be gaged by others at the dinner, and will be used to make future business decisions. A word of caution, Chinese hard liquors are colorless, but can go up to 58% alcohol (over 100 proof), so judge accordingly after the 3 toasts.

The dinner round with lots of toasting of liquor can be a bonding experience and it is used much by the Chinese to introduce many people to work together on projects. By keeping your relationship to the host in mind, many others at the dinner table will act accordingly in later business dealing with you.

Why China Life Science Now?

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Have you ever wondered what the next wave of hot Chinese market is? Well wonder no more. It is the Life Science industry where China is growing at an astounding 20% per annum. Given that the gap between Chinese and Western industry in this area is still large, it promises to be the next huge opportunity in China for the next 10-20 years.

Include articles on topics of interest to your readers, relevant news and events. So here is the question: are you committed to being a part of this big wave now or are you still just considering? We would like to ask you to take the China Life Science opportunity seriously; even if you are in IT, there is the bioinformatics, medical/diagnostic instruments, hospital systems and countless other application areas where your expertise and experience can make a difference. Not to mention for those of you already in pharmaceutical, biotechnology research and development(Bio/Ag, new compound, genomics, nanotech,



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etc), dietary supplements and healthy living industries, who has direct opportunities in sowing seeds early and be rewarded plenty in years to come.

AsiaBizCo is fully committed to this market growth opportunity and we would like to invite you to let us know your expertise and interest area. We are constantly flying across the Pacific to explore new opportunities in this US/China Life Science area, and are constantly running into projects that could reward high level executives and experienced senior staff in all the above areas.

Many of the deals being requested by the Chinese side involves technology licensing, marketing and/or distribution agreement, building and running manufacturing plant, supply chain management, joint research and development, CRO (contract research organization), joint venture/mergers & acquisitions with Western companies. Chinese enterprises don't necessarily need cash from the West, but they need technology and management know-how.

So if you are involved with any of the above functional areas in this industry and ever considered China as an opportunity, please feel free to drop me a line so we could match you skill and desire to many of the Chinese opportunities we find. If you are service provider, such as VC, attorney, HR and other consultants and specialists who have the grand vision of China Life Science market, please also find this message as an invitation to collaborate of future projects.

If you know someone else (your friend, co- worker, associates) who has the skill and desire to be part of this next China wave, please pass on this message to them and ask them to drop me a line.

Michael Chu  
President

About AsiaBizCo & Contact

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