

China Suggestions

China is seen as a potential sales market by many companies worldwide and is supported by local activities. While there are many companies using China as a source market, there are just as many, if not more, using China as a sales market. Furthermore, there are companies which currently have no activities in China.

Especially for the last group of companies we have developed these suggestions. The following are recommendations on how to deal with China in regards to your business:

1. Observe

Even if China is not a current sales market for your company, you should observe this market. Evaluate the situation at least two times a year together with your sales and marketing team and adjust your strategy if required.

2. Plagiarism

Observe your present sales markets intensively and sensitize your employees concerning pirate copies. Also inform your customers, distributors, and/or wholesalers, so that these partners will inform you immediately if they become aware of any pirate copies. Also try to observe markets, which you are not distributing to at the moment.

3. IPR / Trademarks

Ensure that all your trademarks are also registered in China. In worst cases your trademark is being registered by other enterprises in China - and you have no chance to file against that. In China "First to File" is the legal practice. Please talk to your trademark lawyer about this topic.

4. IPR / Patents, Utility Patent, Design Patent

Get in contact with your patent lawyer to decide a patent right strategy for China. That concerns patents, design patents and utility patents. The topic patent searches should also be discussed.

5. Competitive Intelligence

"You can only win a battle if you know your rival". Pay attention to the activities of your competitors in China. Also pay attention to the companies from China, which could be your future competitors. Be prepared - Chinese enterprises are striving to the world market.

6. Clients

What are your Clients doing? Do they sell your products or your product as a component of other products to China? Examine this regularly and evaluate the situation together with your clients.

If you have further questions, please do not hesitate to contact us:

Dirk Mussenbrock – dm@mussenbrockwang.com – +49 40 22693496

www.mussenbrockwang.com