

# Opportunities to Export to China Improve

*Copernicus International Consulting Ltd expands its market entry support services in to key Chinese territories*

LONDON, UNITED KINGDOM, February 2, 2016 /EINPresswire.com/ -- Copernicus announced today that it is expanding its worldwide services to include China.

Copernicus reports that it has brought on top China experts to assist its clients in China. "We know the market and provide high level strategic consulting to private sector companies, non-profits, and governments. Our comprehensive, client focused portfolio offers project and business development, [market entry](#), and strategic advisory services to investors, and companies in a broad spectrum of industries, including, the financial, clean tech, and entertainment sectors. We help international companies to [develop, launch, and grow](#) U.S. - China ventures ranging from identifying strategic investments and partners to television and film co-production projects.

"Our China team has more than 25 years' experience and has worked successfully on a wide range of strategic marketing initiatives in China, including everything from developing and leading business and cross-cultural training programs for China's ministries as they were transformed into key state-owned national corporate enterprises, to assisting with the launch of a U.S. clean technology center in Tianjin, China."

Despite much of what has been written in recent times, if you have the right

products or services China remains a true opportunity for western exporters. The results of a recent



Are you ready to sell to China?



survey of Chinese business leaders across a variety of industry sectors confirmed that demand from a wide spectrum of industries showed little or no sign of abating. While luxury goods, financial, professional and business services were to the fore, taking a quick overview of a number of industry sectors looks equally promising.

China is the world's largest energy consumer using over 20% of world energy. Demand is expected to grow 72% by 2030 China's offshore reserves are in marginal fields. These require deep-water surveying, more sophisticated geological modelling and the expertise to drill in high-pressure and high temperature environments. This will lead to opportunities in China's oil and gas production and supply including safety, subsea engineering, high pressure, high temperature (HPHT) field developments, oil and gas process machinery, equipment and technology.

Chinese real estate developers are now seeking to make large scale developments more attractive and environmentally friendly. Inevitably there will be a demand for expertise in areas such as master planning, architectural design, property management, green building technology, interior design, design for leisure and aged care, air monitoring technology and more.

As the world's largest car market with sales of 30 million domestic cars forecast by 2020. The majority of which are produced in China through wholly Chinese owned manufacturers or Joint Ventures (JV) with leading Western automotive manufacturers. We can envisage profitable business opportunities within the sector, in areas such as local supply chain investment to modernize vehicle design and manufacture, low carbon vehicle technology, including electric vehicles, fuel efficiency improvement methodology, luxury imports, motorsport, construction equipment and the aftermarket industry.

All in all, China is a market that cannot be ignored by any business with international aspirations. Aerospace, renewable energy, power generation and marine (China is the world's leading ship building nation with 45% of all orders by gross tonnage), life sciences, healthcare and culture. The list goes on. China is a different and complex market. When Apple looks to turn around its first ever decline in Iphone orders it doesn't look to the saturated western market, it looks East, where it must compete with Samsung, Huawei and the dynamic Xiaomi who sold 70M phones last year.

The development of Free Trade Zones in Shanghai, Fujian, Tianjin and Guangzhou, along with the new pilot Shanghai FTZ has the potential to change the way international companies operate in China. Despite all the positives, China is still a tough market to break in to. Business culture, knowing who to speak to, where and about what, securing payment and many more issues can deter many businesses from even attempting to enter the market. Thanks to the services now offered by Copernicus, there is now a cost effective, commercial solution available to assist companies to [break in to the Chinese market](#).

## COPERNICUS CHINA STRATEGIC CONSULTING SERVICES

For further information on how Copernicus can guide your business to success in China, mail us with an outline of your business, your ambitions for China and the challenges that you are currently facing.

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About Copernicus International Consulting

Copernicus is an international management consultancy for the SME sector with international representation in 42 countries.

Copernicus international match making services, international trade event organisation, market research, market entry strategy, distributor identification, the establishment of joint ventures and acquisition identification.

Copernicus has extensive successful experience of working with companies from around the world, various chambers of commerce and government trade promotion organizations to assist their members to enter new markets profitably. Copernicus continues to expand internationally for the 16th successive year.

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