



CHINA PRIME

Corporate Overview

China Market Intelligence and Strategic Consulting

Comprehensive China market strategies, marketing, and data-driven insights for Asia-focused Western businesses.

Speeding Chinese Market Entry

Accessing the rapidly growing, and continually changing, China market is quickly becoming a growth imperative for many Western companies.

After all, in spite of recent economic challenges, China is still growing. At the same time, China is sitting on the largest currency reserve in the world, with an annual savings rates averaging 35% of GDP, putting the rest of the modern world to shame.

As the nation continues its purposeful shift away from an export economy, consumerism is on the rise, and businesses are retooling to meet the demands of their fellow countrymen and women.

No matter your business, the opportunity for growth in China is significant. In fact, a majority of Chinese business executives state that Western companies are still their preferred suppliers across many different industries.

This is the “China century”, and we are all at the leading edge.

Yet in China — the world’s greatest and as yet untapped market opportunity — a combination of language, culture, politics and lack of access to data has made it very difficult for Western business to identify opportunities, assess markets, and connect with the right partners and customers. Until now.

Welcome to China Prime

This is where we come in. China Prime was founded to help Western companies better understand, market and sell to Chinese businesses and consumers.

Leveraging senior expertise on the ground in China, combined with industry-leading research, brand, data management and mining skills, our suite of services and data products was created with your needs in mind. With data-driven insights into every region, industry and level of Chinese business, China Prime delivers the information needed to build profitable relationships with customers, suppliers and partners throughout China.

Our data-driven, analytical model is powered by our proprietary, 10 million+ record Chinese business database, which allows us to quickly assess opinion, mine for opportunities, or target potential partners and customers.



China Prime: Turning Information Into Insight, Ideas Into Action and Opportunity Into Reality

At China Prime, we know that information means nothing if you're not prepared to act on it. That's why, along with our massive and unique database, we offer research and consulting services that help our clients make information actionable and turn knowledge into true competitive advantage.

While an enticing market for many international firms, the data-driven intelligence needed to penetrate China is extremely difficult to access and analyze. This is why China Prime offers the products and services to help organizations like yours leverage data to turn information into insight, ideas into action and opportunity into reality.

With the overarching objective of helping our clients with successful China Market entry, our primary service offerings fall into these three categories:

- Business and Market Research
- Chinese Business Market Data (Including lists)
- Consulting Services

Business and Market Research From brand and marketing insights to competitive analysis

Setting strategy and Improving performance requires a clear understanding of market, customer and competitive perceptions. China Prime's research practice helps clients ask the right questions, and then interpret the resulting data to help address business objectives and market issues.

Our team of analysts conducts customized, objective and discreet research to provide defensible data, analysis and strategic recommendations to evaluate opportunities and understand audience behavior to drive strategy.

Our primary and secondary quantitative and qualitative research services include:

- Market intelligence
- Competitive analysis
- Branding
- Marketing and sales

Chinese Business Market Data A comprehensive list source for Western business

The China List is the comprehensive China Prime marketing database created especially for Western businesses interested in reaching into China by telephone, mobile, email or mail.

With a higher level of accuracy across our entire database than any other source in the west, we boast comprehensive data on companies in 74 primary segments. Our lists are focused on major centers of industry and commerce, with current records in all major regions.

SIC-coded and managed in a U.S. based state-of-the-art data warehouse and processing facility, The China List boasts immediate counts and order processing. We also offer complete control over the list management process.

For special projects, we also have the ability to access consumer and business data at a very granular level, including segmentation studies, buying habits, responder files, high net-worth individuals, and more.

Our business lists are ideal for companies interested in:

- Sales and marketing
- Business development
- Supply and distribution management
- Strategic alliances



Consulting Services

A proven, strategic approach to answering your questions

The China Prime consulting services group works with organizations interested in leveraging an understanding of the Chinese market to identify strategies, leapfrog competition, increase success, or assess opportunity. Looking at objectives as part of an integrated whole, we help businesses better understand and chart strategies for growth, organization, operations, technology, or mergers and acquisitions.

Working with select client partners, our objective is to fundamentally and positively change the way businesses understand and approach China as a business opportunity.

With business insights based on in-depth, on-the-ground expertise, our Consulting Services group can help with:

- China market entry
- Cultural strategy and training
- Brand and marketing strategy
- Manufacturing and distribution
- Strategic alliances

The China Prime Advantage

From information to strategy to action, China Prime has the information, expertise and experience your business needs to make smart choices and take action to reap the rewards of intelligent entry into the Chinese business market.

When it comes to building a China advantage, there's just one comprehensive source to turn to: China Prime. **For more information about our services, please call 1.888.223.6479 or email info@chinaprime.com today.**

About China Prime

China Prime, a China market intelligence and strategic consulting firm, is the leading developer and manager of comprehensive Chinese business market data for Western businesses.

Our services range from strategic consulting and market research to list development and special projects such as consumer and business data mining, segmentation studies, integrated marketing programs and more.

Our data-driven, analytical model is powered by The China List, our proprietary 10 million+ record Chinese business database, which allows us to quickly assess opinion, mine for opportunities, and target potential partners and customers.

With the information, expertise and experience global businesses need to reap the rewards of intelligent entry into the Chinese market, China Prime helps turn information into insight, ideas into action and opportunity into reality.

1.888.223.6479
info@chinaprime.com

www.chinaprime.com
www.chinaprime.com/blog
www.chinaprime.com/twitter