



Publications List

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Starter Kit	
A step-by-step introduction to the Chinese business environment	Date

Are you ready for China? Online Quiz	12-2012
Are you Ready for China? Report 1: Is China on your Radar?	02-2013
Are you Ready for China? Report 2: Ways to Enter the Chinese Market (Update – 2015)	07-2015
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Are you Ready for China? Report 4: Knowing your Partners in China	06-2018

Sector Reports	
Provide information on the market opportunity in a particular sector	Date

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Guide to Trade Fairs in China (2018 Update)	04-2018
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Case Studies

Showcase the experience of European companies entering the Chinese market

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