



137-1140 Burnhamthorpe Road West
Suite 238
Mississauga, Ontario
L5C 0A3
CANADA
Phone. 416.566.2283
Fax. 905.230.0268
www.eastwestfocus.com
Email. info@eastwestfocus.com

East West Focus Inter- national

Your Virtual China Business Development Office (CBDO)

East West Focus - Your Virtual China Business Development Office (CBDO)

WHO WE ARE:

EWF Virtual CBDO acts as a Chief Business Development Office for companies that don't require hiring a full-time staff to manage business development initiatives and projects in China. This service is ideal for companies that may or may not have internal staff or business partners with China experience and business development capability, but require senior level strategy and marketing expertise. The services are also intended for companies seeking a fresh set of eyes with respect to China opportunities.

WHAT WE DO as your Virtual CBDO



☒ **China Readiness Package:**

- ◆ Evaluation and Assessment on:
 - Corporate: Management, staffing products & services
- ◆ Toolkit and action plan includes:
 - Chinese Company name
 - Executive Business Card with Chinese name and title
 - Business promotion materials in Chinese
 - Web site in Chinese
- ◆ Corporate onsite training on cross culture awareness and business etiquette

☑ China Market-entry Strategy:

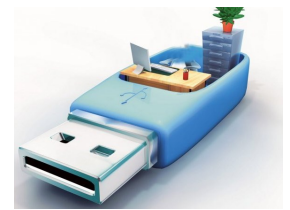
- ◆ Market and Sector information and intelligence;
- ◆ Identifying key business opportunities;
- ◆ Determining the vision and strategy to capitalize on business opportunities;
- ◆ Positioning and branding.

☒ China Business Development in Action:

- ◆ Ongoing business communications with potential clients;
- ◆ Arranging business trips and meetings;
- ◆ Attending trade shows and trade missions;
- ◆ Following up on action plans and communications with clients;
- ◆ Supervising and coaching throughout execution of the action plan;
- ◆ Organizing working team with existing client company staff.

Benefits of East West Focus CBDO

There are many reasons to work with a Virtual CBDO in China. You need a professional **Officer** with extensive knowledge and expertise to approach the targeted market precisely. CBDO extends your networks and provides current, and insight contributing to your company's future success. Your CBDO, by its very nature, is exposed to a variety of businesses and the latest and greatest of business technology, concepts and ideas from a wide variety of fields. As a result, your Virtual CBDO brings innovations and a unique strategy to the corporation's CHINA focus.



Contact us for your China Business Development Virtual Office package.

