



Minnesota - China Partnership

明尼苏达州-中国合作关系规划

MINNESOTA TRADE OFFICE

Programs & Services for China

The Minnesota Trade Office (MTO), a division of the Department of Employment and Economic Development (DEED), is the state agency responsible for assisting Minnesota manufacturers and service companies respond to global market opportunities. Through our offices in Saint Paul and Shanghai, we offer several programs and services specifically focused on developing trade with China. Some services require a nominal fee.

Counseling & Technical Assistance

The MTO is staffed with a team of international trade representatives with broad international business experience who can help guide companies through the challenges of exporting to China. MTO staff in Saint Paul and Shanghai are available to help you assess your market potential, review market entry strategies, advise you on Chinese cultural and business practices, determine legal and regulatory requirements, and more.

Lead Time: In most cases, information is immediately available but occasionally additional time may be required in order to respond to inquiries.

Fee: No charge

Education & Training Programs

The MTO provides cutting-edge training seminars and workshops on doing business with China. We offer a full-day program called the *China Practicum*, peer-to-peer business roundtables, videoconferences, and many other programs throughout the year. All programs are listed in our online calendar at www.exportminnesota.com.

Fee: Some programs require a nominal fee.

Market Research & Simple Due Diligence

We can assist companies conduct simple due diligence on a prospective Chinese partner as well as provide customized market research reports.

In regards to simple due diligence on Chinese companies, our staff will do media searches, contact trade associations and review registration documents where available. In some cases, we may be able to offer educated professional opinions about the company.

Through our office in Shanghai, we offer customized market research to help companies assess their market potential. Although reliable market data is not always readily available in China, our staff will provide the best available information to address the following questions or other questions you may have:

- Is your product culturally acceptable in the market?
- Is your product currently sold in the market?
- Is your product currently produced in the market?
- How much of the product is sold in the market?
- How is it sold?
- Who are your likely competitors?

- What are the tariffs, taxes, and other costs you will face when exporting to the market?
- How will your prices compare with your competitors?
- Are there significant regulatory issues that may affect market entry?

The MTO also provides access to extensive market data on China at the DEED Library in Saint Paul. The library is open to the public Monday – Friday, 9:00 AM to 4:00 PM and is staffed with professional research librarians.

Additional information on China, as well as links to other organizations offering assistance, is available online at www.exportminnesota.com.

Lead Time for Simple Due Diligence: Up to two weeks

Fee for Simple Due Diligence: No charge

Lead Time for Customized Market Research Reports: Approximately six to eight weeks

Fee for Customized Market Research Reports: \$400 per report

Agent/Distributor/Business Partner Search

Using in-country resources and our network of contacts in China, we can identify agents, distributors, or business partners that may have an interest in partnering with your firm. Our Shanghai staff will research the market to find local companies handling similar products or services and we will provide a list with company name, phone, fax, and address. In some cases, the list may include the name of a contact person. You may use the list to directly contact companies.

Lead Time: Up to two weeks

Fee for Search: \$100 per list

One-on-One Business Matchmaking

Our office in Shanghai can make appointments for you to meet representatives from companies in China interested in working with you. We will identify prospective partners, forward them your company literature, and then follow up to see if they have an interest in representing your product or service. Our staff will then coordinate with you to schedule one-on-one meetings with company representatives. We will work with you to select the appropriate location(s) for the meetings, arrange interpreters, etc.

Unless you intend to travel to China to personally meet with interested companies, we prefer that you not request this service because there will be an expectation from the Chinese companies that you will be meeting with them.

It is important that you plan your trip to China so that you will meet with interested companies within 30 -45 days after our office first contacts your potential partners. If you wait beyond 60 days after we have contacted the Chinese company or you decide not to travel to China for the meetings, it may be difficult to regenerate interest in your company.

Lead Time: Approximately six to eight weeks

Fee for Matchmaking: \$500. Additional costs may apply for an interpreter, meeting facilities, etc., but you will be advised in advance of additional expenses.

Trade Missions & Trade Shows

The Minnesota Trade Office organizes several trade missions to China annually. These missions help companies explore market opportunities, access valuable market information and contacts, meet prospective partners, and promote their products or services. The MTO also facilitates participation in key industry trade shows in China. A complete list of scheduled trade missions and trade shows is available in our Calendar of Events online at www.exportminnesota.com.

Additionally, we can:

- Recommend appropriate trade shows for your industry
- Provide assistance and referrals for tradeshow booth design and production
- Assist with staffing your tradeshow booth
- Arrange interpreters

Fee for Trade Mission & Trade Shows: Fee varies depending upon program

“Talk to China” Phone Service

The Minnesota Trade Office offers a unique service that allows you to call our director in Shanghai at a convenient calling time rather than having to schedule around the 12-13 hour time difference. Equally important, the call will only cost the price of making a call to Minneapolis. Once a week, you may call a number in Minneapolis and be connected to our director in Shanghai by voice over IP. We invite you to use this service when a more direct conversation would be better than a series of emails. However, we ask that you limit your calls so other business leaders can use the service during the limited hours. If the director is on the line with another caller, your call will go into voicemail. Please leave a message with your direct line, including extension, and the MTO – Shanghai director will call you back.

Call: (612) 246-4581

When: Every Tuesday at 9:00 – 11:00 AM (CST) during Daylight Savings
Every Tuesday at 8:00 – 10:00 AM (CST) during the winter (Nov-Mar)

Fee: You will only be charged your normal telephone fee for calling Minneapolis.

Special Projects

If your company requires assistance with special projects in China, such as supporting visits from your staff, arranging promotional events in China, etc., our staff can help. Depending on the type of service required, there may be an hourly fee with a maximum number of hours quoted in advance.

Lead Time: Depends upon the project.

Fee for Special Projects: Depends upon project, but will be quoted in advance.

Support Visiting Delegations from China

The Minnesota Trade Office can assist Minnesota companies host delegations from China. When appropriate, we can issue letters of invitation, arrange welcome letters and presentations, provide guidance on protocol, offer advice on itineraries, and in some cases host your visiting delegation for a meeting.

Fee: No Charge.

How to Request Assistance



Contact Mr. Li King Feng

International Trade Representative for Greater China
Minnesota Trade Office
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E-mail: Li.King.Feng@state.mn.us

Contacts

Minnesota Trade Office

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Minnesota Trade Office - Shanghai

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What is the Minnesota – China Partnership?



The Minnesota – China Partnership is a broad-based, statewide initiative to strengthen Minnesota's longstanding relationship with China. This collaborative venture engages public and private organizations throughout the state in promoting all facets of Minnesota's connections with China, including trade and investment, science and academia, arts and culture, and friendship and humanitarian endeavors.

For more details, go to www.minnesota-china.com

**For additional information about the Minnesota Trade Office
and to access our Calendar of Events, go to**

www.exportminnesota.com