



**Far Eastern  
Fernost Beratungs- und Handelsgesellschaft mbH**



**YOUR DECISIVE ADVANTAGE  
FOR BUSINESS IN CHINA**



Ludwigshafen ■ Beijing ■ Qingdao ■ Shanghai ■ Xiamen ■ Guangzhou



OUR JOB  
IS YOUR  
MARKET  
SUCCESS

成功

Your reliable partner for  
**market cultivation in China** to the point of  
**strategic reorientation.**

**Far Eastern** has been providing effective consultation services for business in China for 20 years. Our professional team of China experts assists companies from the most varied business sectors with entry to and success in the Chinese market.

Our expertise in different business sectors our presence at 5 Chinese locations and Our direct personal contact with the Chinese political world and economy, guarantee efficient achievement of objectives and realisation of target projects.





能力  
OUR  
EXPERTISE  
EXPANDS  
YOUR  
OPTIONS

Decades of experience, comprehensive specialist  
knowledge and working in China means that  
**doors are open to you.**

**Our expertise:**

- Over 20 years' experience of business in China
- 45 consultants specialising in China
- Linguistic and cultural skills
- Interbranch know-how
- Know-how gained from the realisation of many consultancy projects in different business sectors
- Close-knit personal network with links to decision-makers in politics and the economy

**Our key services:**

- Consulting / strategic
- Marketing / market research
- Communication
- Search for sales, marketing and distribution partners
- Evaluation of business locations
- Business start-ups
- Personnel search and assessment
- Financing
- Commercial service
- Protection of intellectual property
- Event organisation
- Services (interpreter, travel planning, translations)



# 强项

## OUR STRENGTHS ARE YOUR ADVANTAGE

Deep market know-how, broad knowledge and strong consultancy skills **strengthen your market position.**

As an owner-operated service company, it is our primary purpose to help our clients achieve the desired economic and strategic success in the Chinese market. We support our clients with everything from strategic planning, preparation of market studies, choice of collaborative partners, local negotiations to through to company start-up procedure. Our teams are seized and built to best suit the scope, duration and priority of the respective project.

### Our working method:

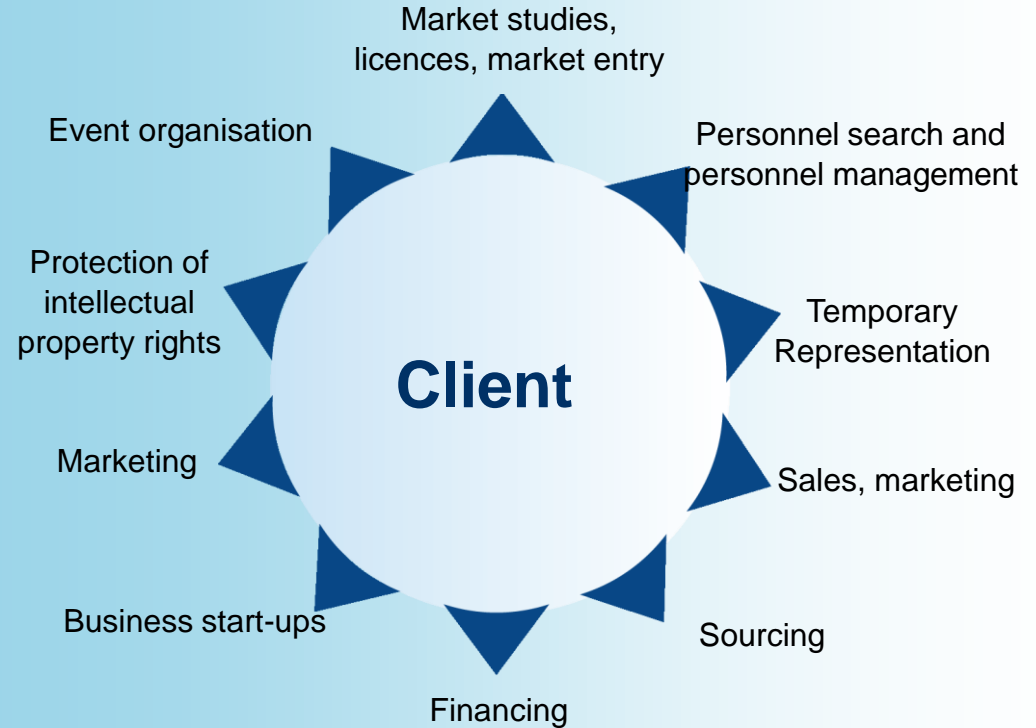
- Concentration on and specialisation in China, Taiwan and Hong Kong
- Own teams in the key regions Beijing, Qingdao, Shanghai, Xiamen and Guangzhou
- Competent realisation of projects and fast market response thanks to German and Chinese personnel
- Highest standards of quality, flexibility and creativity
- Short reaction time and fast implementation
- Practical and target-focused working method
- Conclusions of contracts under German law with a German limited company (GmbH)
- References at Chinese and European companies





OUR  
PHILOSOPHY  
IS  
IMPRESSIVE

Experience in our core areas of expertise guarantees  
**success in all sectors.**





# OUR OFFER: EVERYTHING BY A SINGLE PROVIDER

We put our know-how in all areas to work for you.  
This gives you  
**decisive advantages from the beginning.**

## **Market entry / licenses**

- Application and translation of trademarks
- Preparation of advertising material
- Market studies / product tests
- Development of and search for sales, marketing and distribution partners
- Exhibition organisation and follow-up
- Location selection and evaluation
- Management of relations with government departments
- Development of an initial market presence
- Temporary representation
- Product and sales, marketing and distribution licences

## **Business start-up / authorisation procedure**

- Start-up of subsidiaries (Wholly Foreign Owned Enterprises And Joint Ventures)
- Business structure
- Accounting
- Concept for protection of Intellectual property rights
- Restructuring
- Controlling
- Trouble shooting
- Company dissolutions

经验







OUR OFFER:  
EVERYTHING  
BY A SINGLE  
PROVIDER

经验

**We are specialists in what we do.**

And we find the right experts for your team.

**Personnel recruitment  
and consulting**

- Personnel search
- Assessment and selection of applicants
- Interviews and language tests
- Teambuilding:  
local / overseas / expatriate
- Wage and salary accounting
- Deployment
- Temporary employment
- Educational and training concepts

**Sourcing**

- Search for and assessment of suppliers
- Sample ordering
- Price enquiries and checks
- Controlling
- Quality control and product testing
- Calculation of target prices



# 经验

OUR OFFER:  
EVERYTHING  
BY A SINGLE  
PROVIDER



We help you **create and maintain value** –  
in a market which has its own laws.

## Marketing

- Advertising and media planning
- Organisation of advertising events
- Pointofsale activities
- Customer and client relations management
- Customer and client segmentation
- Press interviews and conferences
- Press analysis
- Newsletter mailing / other mailing activities

## Financing

- Financing of start-ups
- Open and silent partnerships in Chinese subsidiaries
- Financial support with takeovers and mergers
- Flotation of Chinese companies on German stock exchange

## Protection of intellectual property rights

- Know-how allocation
- Employee vetting and control
- Checking of sales, marketing and distribution partners
- Retailer-sensitising
- Investigation of rights infringements
- Assertion of rights
- Preservation of evidence





# OUR OFFER: EVERYTHING BY A SINGLE PROVIDER

We plan everything  
**down to the last detail,**  
leaving you free to concentrate on your core activities.

## Services

- Interpreter service
- Translations
- Travel planning and organisation
- Acquisition of visas
- Assistance with removal and house hunting for foreign workers
- Notification of change of company address
- Residence and work permits
- Invitation letters for Chinese employees
- Purchase and distribution of promotional give-aways

## Event organisation

- Business travel
- Delegations
- Event organisation
- Customer, client and personnel incentives
- Networking





# 联系

OUR  
REFERENCES  
ARE  
EXEMPLARY

欢迎您  
WELCOME

Behind every good name  
is a well-established business relationship  
based on mutual  
confidence.

KARDEX

INTERPOLYMER  
Creative Polymer Solutions

:lpa  
making your points

SALZBRENNER  
STAGETEC  
MEDIAGROUP



ISB  
Investitions- und Strukturbank  
Rheinland-Pfalz (ISB) GmbH  
Economic Development

Rheinland-Pfalz

Ministry for Economics, Transport,  
Agriculture and Viniculture

AGRISERVICE

F  
FREEZE-DRY FOODS

埃贝赫  
Eberspächer  
来自德国的汽车加热专家

MWM  
Energy. Efficiency. Environment.

.steute

Villeroy & Boch  
1748

G+H  
SCHALLSCHUTZ

KLUDI  
Hornschuch

N  
NORDMILCH

VOSS

IAC  
International Automotive Components

Lerbs  
TRADE LOGISTICS BUSINESS

SCHALLER  
AUTOMATION

Webasto  
Feel the drive

some of our references



OUR  
PARTNERS  
ARE ALSO  
THERE  
TO HELP YOU

Personal contacts and fundamental know-how  
are the keys to success in China.

These capable partners support us:

- Workshops  
[www.managementcircle.de](http://www.managementcircle.de)  

- Legal advice  
[www.taylorwessing.com](http://www.taylorwessing.com)  

- Networking  
[www.managementcircle.de](http://www.managementcircle.de)  

- Media  
[www.owc.de](http://www.owc.de)  

- Executive Search  
[www.tlsauto.com](http://www.tlsauto.com)  


# 结构

OUR  
STRUCTURE  
IS MARKET-  
ORIENTATED



Our corporate structure  
in the service of your business.

## Far Eastern

Fernost Beratungs- und Handelsgesellschaft mbH  
**Ludwigshafen**

### Consulting

Dongyuan  
Consulting Ltd.

**Beijing**

### Domestic trade

Laifa  
Trading Ltd.

**Shanghai**

### Import/export

Guangzhou Laifa  
Trading Co. Ltd.

**Guangzhou**



联系人

OUR  
CONTACT  
PERSONS  
ARE CLOSE  
TO YOU



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WE LOOK  
FORWARD  
TO YOUR  
BUSINESS



联系人

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