



YOUR
ACCESS TO
FOREIGN
MARKETS
STARTS HERE



CONSULTING

USA | UK | VIETNAM | HONG KONG | CHINA

Our Mission

“

At Internationalize Trading and Consulting LLC, our mission is to help small and medium-sized enterprises (SMEs) in the United States become multinationals by providing them with the tools, resources, and expertise needed to successfully enter foreign markets. We believe that by supporting the growth and expansion of these companies, we can help to create a more robust and sustainable economy in the United States.

Our team of experienced professionals works closely with SMEs to develop customized strategies that are tailored to their unique needs and goals. We provide a range of services, including market research, regulatory compliance, logistics, and distribution, to ensure that our clients can successfully navigate the complexities of doing business in foreign markets.

At Internationalize Trading and Consulting LLC, we are committed to excellence, integrity, and innovation. We strive to deliver the highest quality services and to constantly adapt and evolve to meet the changing needs of our clients and the global marketplace.

Our ultimate goal is to help SMEs in the United States to realize their full potential as multinationals, and in doing so, contribute to the growth and prosperity of the entire U.S. economy.

”



LAUNCH YOUR COMPANY IN ASIA

Light show on the Liede Bridge in Guangzhou, China. On the right side, we can see the famous Canton Tower, which until 2013 was the tallest structure in Asia, standing at almost 2000 feet in height.

The Asian market is a great opportunity for USA companies to expand their businesses and reach a huge and growing middle class in the region. With the population of Asia increasing rapidly and the rise of middle-class consumers, there is a great potential for USA companies to enter the market and establish their presence. Companies that are willing to explore the Asian market have a great opportunity to tap into a large customer base that is willing to spend on high-quality products and services.

One of the key advantages of exploring the Asian market is that it offers companies access to a vast and diverse consumer base. The region boasts of a growing middle class with a higher disposable income and a greater inclination towards western products and services. USA companies can capitalize on this trend by offering high-quality products that cater to the needs and preferences of the Asian market. The cultural diversity of the region presents a unique opportunity for USA companies to adapt their products and services to local preferences, thus enhancing their appeal and competitiveness.

Another key advantage of exploring the Asian market is the potential for growth and profitability. The region offers USA companies an opportunity to expand their customer base and increase their revenues. With a large and growing middle class, the demand for high-quality products and services is expected to increase in the coming years, providing USA companies with a lucrative opportunity to expand their businesses and grow their profits. Additionally, the low cost of labor and production in many Asian countries can help USA companies improve their profit margins.

Finally, exploring the Asian market can help USA companies diversify their business and reduce their dependence on domestic markets. This can help companies mitigate the risks of economic downturns and market fluctuations. By diversifying their businesses and expanding their operations to the Asian market, USA companies can build a more resilient business model that can withstand economic shocks and fluctuations.

In conclusion, the Asian market presents a great opportunity for USA companies to expand their businesses, increase their revenues, and diversify their operations. By exploring this region, companies can tap into a vast and growing middle class, adapt their products and services to local preferences, and establish a foothold in one of the world's fastest-growing markets.

**OUR GOAL IS TO HELP
AMERICA'S SMEs TO
BECOME SMMs:
SMALL AND MEDIUM
MULTINATIONALS**





What is internationalizing?

LEARN THE DIFFERENCES BETWEEN EXPORTING A PRODUCT AND INTERNATIONALIZING A COMPANY

Internationalizing a business is much more than just exporting products or services.

When you export, your role in the production chain, from manufacturing to the end consumer, is significantly reduced and ends when your product is shipped from USA.

However, there are still many deeper levels within this complex market structure after shipment, and access to these levels is only possible through the internationalization of your company.

This means that instead of simply selling your product to an importer, you can negotiate with local entrepreneurs and investors such as wholesalers, distributors, and retailers who otherwise would never have any contact with your product because they do not have direct contact outside of China.

It is precisely at these levels of the production chain where the greatest profitability resides. And the only way to have contact with these levels is through the internationalization of your company because it will place you within the market context of the target country without any pre-existing disadvantage such as language, culture, or geographic location.

INTERNATIONALIZE YOUR COMPANY AND PARTICIPATE IN ALL LEVELS OF THE COMPLEX PRODUCTION & CONSUMING CHAIN





WHY CHINA?

Entering the Chinese market can be a highly lucrative opportunity for many USA companies. China is the world's largest population, with over 1.4 billion people, and a rapidly growing economy that is expected to surpass that of the United States in the coming years. Here are some reasons why USA companies should consider entering the Chinese market:

- **Huge Market Potential:** With a population of over 1.4 billion people, China is one of the largest consumer markets in the world. As the Chinese middle class continues to grow, so does their purchasing power, which means that there is a vast potential for USA companies to tap into this market and expand their customer base.
- **Emerging Industry:** China is undergoing rapid development in a variety of industries, including technology, healthcare, and e-commerce, among others. USA companies that specialize in these fields have a significant opportunity to expand their operations in China and take advantage of the country's growing economy.

- **Reduced Costs:** Manufacturing costs in China are often lower than in the United States, which makes it an attractive location for USA companies to set up operations. With cheaper labor costs and a vast supply chain, USA companies can take advantage of these cost savings and become more competitive in the global market.
- **Cultural Exchange:** Entering the Chinese market can also provide USA companies with an opportunity for cultural exchange. This can help companies better understand Chinese consumers' needs and preferences, which can help them tailor their products and services to better suit the local market.



ENTER THE ASIAN MARKET BY THE MAIN DOOR

**YOU WILL BE
LOCATED IN THE
RICHEST AND
MOST MODERN
REGION IN ASIA:**

THE GREATER BAY AREA OF CHINA

**\$1.7 TRILLION
GDP**

**70 MILLION
POPULATION**

The Greater Bay Area of China is a region in southern China consisting of the cities of Hong Kong, Macau, and nine cities in Guangdong Province, including Zhongshan (where we are located), Shenzhen, Guangzhou, and Zhuhai. It is a strategic initiative launched by the Chinese government in 2017 to promote the economic integration and development of the region, with the goal of creating a world-class bay area and a leading global innovation hub.

The Greater Bay Area is home to over 70 million people and has a total GDP of around \$1.7 trillion, making it one of the most economically powerful regions in the world. The area is particularly known for its advanced manufacturing, technology, and innovation industries, including high-tech industries such as robotics, biotech, and fintech.

The Greater Bay Area has been identified as a key driver of China's economic growth, with the Chinese government providing significant investment and support to the region's development. As the region continues to grow and develop, it is expected to play an increasingly important role in China's economy and on the global stage.

It is a good location for foreign companies to enter the Chinese market for several reasons:

- **Strategic location:** The Greater Bay Area is located at the intersection of the Belt and Road Initiative, connecting China with Southeast Asia, South Asia, and the Middle East. Its proximity to Hong Kong, the world's freest economy, and Macau, a hub for Portuguese-speaking countries, makes it an attractive location for foreign companies looking to access these markets.
- **Large market:** With a population of over 70 million people, the Greater Bay Area offers a large and growing consumer market. The region's GDP is comparable to that of South Korea or Russia, making it an attractive location for foreign companies looking to expand their business.
- **Innovation and technology:** The Greater Bay Area is a hub for innovation and technology, with a focus on industries such as biotech, fintech, and robotics. Foreign companies looking to partner with or invest in Chinese tech startups can find many opportunities in the region.
- **Supportive policies:** The Chinese government has implemented policies to support the development of the Greater Bay Area, including tax incentives, funding for research and development, and streamlined administrative procedures. These policies make it easier for foreign companies to do business in the region.

Overall, the Greater Bay Area offers a combination of strategic location, large market, innovation and technology, and supportive policies that make it an attractive location for foreign companies looking to enter the Chinese market.



INCUBATOR OF BUSINESS INTERNATIONALIZATION

ALL YOU NEED TO
GET READY TO
ENTER THE
WORLD'S FASTEST
GROWING
CONSUMER
MARKET

Exporting your products is just the simplest way to be present abroad, and yet the percentage of US companies that export is very low - less than just 1%.

However, the biggest opportunities are not in exporting products, but in internationalizing companies.

When you export, your participation in the complicated production chain ceases at the time of shipment, and your company is excluded from all other steps until your product reaches the final consumer of a certain country.

When a company internationalizes, on the other hand, it establishes itself legally in another country, and thus actively operates in all the steps and events within that country, being able to engage in local distribution, wholesale, retail or e-commerce.

This not only allows for considerably higher profitability, but also provides direct contact with the end consumer of its products, with the corporate environment of the country, cultural aspects, and other details that, when properly understood, become a valuable tool for improving what you produce, and thus begin to transform your brand into a valuable asset with global reach."

With our business incubation program, you will be able to implement all the necessary changes to internationalize, legally and formally, your business abroad (starting with China), and thus launch your products in the world's largest market, actively controlling every step until they reach the end consumer.

The InternationalizeMe Incubation Program is unique, and offers a safe and affordable way for Small and Medium Enterprises to become global, something previously only possible for large corporations.

PROGRAM

CHINESE MARKET INCUBATION



WEBSITE & CATALOGUE IN MANDARIM



DESIGN & PACKAGING ADAPTATION



YOUR OWN MANAGER IN CHINA



YOUR SHOWROOM IN CHINA



TRAINING & MENTORSHIP



COMMERCIAL AGENT



PARALEGAL ASSISTANCE



DRAW BACK



CHINESE SOCIAL NETWORKS



REGISTRATION & IP PROTECTION



RESIDENT



TRADE SHOWS



Website & Catalogue in Mandarin



Certainly, the biggest obstacle to doing business with China is the language, as only a small percentage of Chinese companies have any employees with knowledge of the English language. This means that the number of possible Chinese customers for your products is only a tiny fraction of the real potential due to the language barrier.

Therefore, it is essential that your company has a mini website in Mandarin, as remember that Google is blocked in China, and for this reason, if your business is not present in local search systems (which, obviously, operate only in the Chinese language), you will be forever invisible to your potential 1.4 billion new customers.

Likewise, it is necessary that your company has a physical paper catalog, also in Chinese, so that we can access the deepest levels of the consumption chain, such as distributors, wholesalers, and retailers.



Design & Packaging



Don't think that the obstacles to entering the Chinese market are restricted to linguistic issues. There are numerous cultural factors that must be taken into consideration, and such details are expressed in the design and packaging of products.

Certain marketing approaches and strategies that are absolutely correct and effective in West may be considered offensive and repulsive in China. For example, in the Chinese market, there is an almost complete absence of sensuality as we understand it, which would cause certain products to be completely rejected if they are not adapted. Another detail to be observed is with regard to superstition. The presence of the number 4 in a product, for example, may signify its failure, as the pronunciation of this number is similar to the way the word "death" is spoken. The number 8, on the other hand, is considered a sign of luck and abundance

Moreover, for the Chinese consumer, it is extremely important to have a presentation that values the product and makes it appear expensive and luxurious. The concepts of "frugal" or "stripped down" are practically unknown in China. It is not uncommon to find this translated into products with excessive packaging, such as when we come across peanuts individually packaged in small plastic bags at the supermarket, or when we go to a restaurant and receive small cardboard boxes with 5 napkins inside.

Showroom in China



With the advent of the internet, we see more and more entrepreneurs and consumers focusing on virtual, distance contacts without any physical proximity.

This can certainly work and be an excellent solution for certain activities, but when it comes to business relationships where decisions are based on physical, real products for flesh-and-blood people, there is a certain limitation to what can be done only virtually.

Although B2B market giants such as Alibaba or Made-in-China can be a powerful tool for locating potential customers or suppliers, they are nothing more than a kind of 21st-century telephone directory. They do not replace, nor will they ever replace, the traditional way of doing business that has worked for millennia all over the world: the good old combination of a buyer and a seller sitting face to face, with a physical, real sample of the product between them.

That's why our incubated companies will send their samples to China from the beginning of the program, so that any and all contacts we make with potential local customers or investors are based on real products. Only then can we streamline and professionalize the introduction of our incubated companies and their products in China. From our location in the south of the country, we can send your sample to any location within 24 hours, or present it in person to potential customers and investors.



Your Chinese Manager

Each of our incubatees will have an account manager who will be responsible for everything related to their activities.

They will be at your disposal at any time, acting as your point of contact with our consultants, translators, designers, and other professionals involved in the development of your case.

In addition, your manager will also manage all contacts with potential customers and those interested in learning about your company, sending samples, receiving feedback and comments, and acting as your public relations representative for everyone in China.

Commercial Agent



During the entire incubation period, our company will act as your commercial representative in China, promoting your products and seeking out customers for your company.

We believe that after completing the incubation program, your company will successfully go through the internationalization process and start operating within China's internal production chain (negotiating with local distributors, wholesalers, and retailers). However, there is no reason to wait until then!

From day one, we will seek importers and other players to help you get accustomed to the business environment in China and, of course, start generating revenue through exports.



Mentorship & Training



During the incubation period, participants will have weekly mentoring sessions with our consultants, through which they can clarify doubts and request specific guidance for their cases.

In addition, we will provide training on various topics, which will be transmitted live via Skype or Hangouts sessions with all our incubatees.

These are just some of the topics that will be covered:

Legal and Contractual Aspects from the Perspective of Chinese Law (CONTRACT LAW OF THE PEOPLE'S REPUBLIC OF CHINA);

Intellectual Property - how to protect against piracy through knowledge of Chinese legislation on trademarks and patents;

Chinese Social Networks - in a country where Facebook, Youtube, Twitter, and Instagram are blocked, learn about their Chinese equivalents and how they can be useful for your business;

E-commerce in China - nowadays, E-commerce in China is considered the largest and most advanced in the world, with absolutely impressive numbers. Learn how it works, the main players, and how to include it in your plans for the future of your business in China;

Logistics - after decades of heavy investment in infrastructure, China has paved the way for one of the most efficient and advanced logistics systems in the world, connecting each of the regions of an immense country. Learn how logistics companies operate in China, and become more efficient when launching your company in the country;

Product and Packaging Design in China - learn the basic principles of design language in the country; Legal Structures for Foreign Companies - learn about the types of legal constitution available to foreign companies, their rights and responsibilities, and the best option for you;

Cultural Aspects - the 1.4 billion Chinese people live in 34 provinces, and are divided into 56 ethnic groups that speak 297 different languages among themselves. With these data alone, it is possible to understand the need to know as much as possible about cultural differences to maximize your chances of success in launching your company in China.



Social Media



Nowadays, more and more companies worldwide use social media to promote their businesses and maintain close contact with their customers. However, unfortunately, their thousands or even millions of subscribers, likes, shares, followers, or views are completely useless in China, as websites such as Facebook, Twitter, Instagram, and Youtube are blocked and prohibited there, and most Chinese consumers are not even aware of them.

Therefore, we offer our incubated companies the possibility of getting to know and using Chinese social media platforms, such as WeChat, Weibo, QQ, YouKu, etc., which are the Chinese equivalents of Western social networks but are only used within China.

Draw Back



Thousands of companies in the US use products or inputs manufactured in China at some point, without even realizing it. Many US importers resell imported products to distributors, who put everything on the market already nationalized, thus obscuring the origin of the material.

But once your company becomes one of our incubated companies, we will have direct and daily contacts and we can help you maximize any process that may involve China, including searching for products and inputs that may represent an increase in quality and a decrease in costs for your company, such as packaging materials, parts, components, raw materials, etc.

An important detail is that any item imported by your company to be used in the manufacture of products destined for export can be exempt from taxes at the time of its nationalization, in a system called "Drawback." In addition, if your company needs to import machinery and equipment, we will help you find what you need, perform quality control, and export it from China to your company in USA.

As our company will act as your commercial representative in China throughout the entire incubation period, we will likely find importers for your product in the country well before the end of the program.

Therefore, if there is a need for the preparation of contracts or commercial agreements at this time, we will offer these legal services throughout our own legal advisors in China, so that you can have peace of mind to do what you do best: take care of your business and continuously improve your products.

Legal





Registration

There are currently over 440,000 foreign registered companies in China, with a social capital exceeding USD 2 trillion, according to the latest data released by the Chinese government.

This impressive number is largely due to recent changes in Chinese legislation that have further opened up the country to foreign capital and companies, reducing or eliminating the need for a minimum investment capital and allowing companies to have 100% foreign capital without the need for local ownership.

Therefore, foreign companies have various options available to formalize their presence in China, and we will assist our incubates in choosing the best option according to their plans and strategies for the Chinese market.

The types of legal structures available are as follows:

- 1) **Wholly Foreign Owned Enterprise (WFOE):** This is a limited company that is 100% registered in the name of foreign companies or individuals, without Chinese ownership. They have the same rights and responsibilities as normal Chinese companies, can generate revenue, pay fees and taxes, and their profits can be repatriated to their countries of origin.
- 2) **Representative Office (RO):** These are representation offices. There is no requirement for a minimum capital, and their registration is quite simple and streamlined, but their activities are normally limited to promoting products or services, market research or quality control, and are initially prohibited from generating revenue or signing contracts with local companies.
- 3) **Foreign Invested Partnership Enterprise (FIPE):** This is a relatively recent legal structure in China, created to allow joint investments in the country. Basically, it allows two or more foreign companies or individuals to establish a partnership or PE (Partnership Enterprise) in China, or foreign companies or individuals to establish a partnership or PE (Partnership Enterprise) with Chinese companies or individuals in China. It is a simple and quick way to register, with no minimum capital requirement, and complete freedom to generate revenue and employ Chinese or foreign employees.
- 4) **Joint Venture (JV):** This is a limited company formed between a Chinese company and a foreign company, without the participation of individuals. They are widely used by foreign companies that wish to operate in certain sectors of the economy that are closed by Chinese legislation for 100% foreign companies, such as education, entertainment, defense, mining, hospitals, among others.
- 5) **Hong Kong Company:** Finally, one can choose to register a company in Hong Kong and use it as a Special Purpose Vehicle (SPV) to invest in China. Hong Kong is one of the fastest and most uncomplicated places in the world to register a company, and is widely used by investors for this purpose. It can also be used to act as a trading company, exporting Chinese products to any location in the world.



Trade Shows



We will regularly hold events and business rounds with investors, importers, and distributors from various business sectors represented by our incubatees.

In addition to small-scale events such as lunches or dinners, we plan to hold at least one exhibition every six months in a public space, such as a shopping center, to promote interaction with the Chinese end consumer and receive their comments, criticisms, and suggestions.



Resident

For those who wish, we will offer the possibility for our incubated companies to have a physical presence in China and actively participate in the entire process, through the use of our office and co-working space.

In these cases, we will provide all the necessary assistance to ensure that your experience as a resident incubatee is as efficient, pleasant, and cost-effective as possible, helping you from registering your company in China, obtaining visas, and renting an apartment in one of the best areas of the city, located just a few minutes from the office.

Although it is not mandatory for our incubated companies, residing in China and personally going through all the steps of our program will certainly be an unforgettable and highly enriching opportunity not only for the enterprise but also for the entrepreneur and their employees.

Currently, the standard of living in China is excellent, comparable to that of other major cities in the world. The south of China, where we are located, is situated in the most vibrant and lively region in all of Asia, close to Hong Kong, Macau, and Guangzhou, the capital of the Canton province.

In addition to being safe and having low levels of pollution, this part of China is the financial heart of the entire continent. Extremely modern and with the highest economic development in the country, the region around the Pearl River is the perfect combination of tradition and urban development, but with a relatively low cost of living compared to other countries.



Where we Are



**INTERNATIONALIZE
TRADING & CONSULTING LLC**
www.InternationalizeMe.com
 ADDRESS: 7284 W PALMETTO
 PARK ROAD
 BOCA RATON, FL 33433
 USA



**OWEN INTERNATIONAL
LIMITED**
www.OwenInternational.co.uk
 ADDRESS: 7 COYSH COURT
 KESWICK ROAD
 LONDON SW15 2JW



**FUJIAN PROVINCES CHUANG
XIN WOOD INDUSTRY LIMITED**
www.FujianWood.com
 ADDRESS: XINCHUAN INDUSTRIAL
 PARK OF CHUANSHI TOWN
 JIANOU, FUJIAN
 CHINA



**VIET NAM OWEN
CABINETS CO., LTD**
www.OwenCabinets.net
 ADDRESS: LOT A-38-CN, D3 STREET
 BAY BANG IP, LAI UYEN TOWN.
 BINH DUONG PROVINCE
 VIETNAM



**BUSINESS NESTING
(HONG KONG) LIMITED**
www.BusinessNesting.com
 ADDRESS: ROOM 1003, 10/F., 1 LIPPO
 CENTRE 89 QUEENSWAY
 ADMIRALTY - HONG KONG



**ZHONGSHAN BUSINESS NESTING
IMPORT AND EXPORT LTD.**
www.BusinessNesting.com
 ADDRESS: UNIT 1206 BUILDING 1
 POLY SQUARE, NO. 19, GANGKOU DADAO
 ZHONGSHAN, GUANGDONG, CHINA



DOWNLOAD
OUR
PRESENTATION



YOUR ACCESS TO
FOREIGN MARKETS
STARTS HERE



+1 (561) 576-7875



contact@InternationalizeMe.com



InternationalizeMe.com



7284 W Palmetto Park Road
Boca Raton, FL 33433

