

Helping Australian businesses make the right **China Connections**

Doing business in China is a unique and potentially highly rewarding experience, and the Australia-China Free Trade Agreement will open up many new opportunities for businesses in both countries.

But doing business in China does have many challenges, from language to logistics and the critical importance of understanding the Chinese business culture and government regulations.

It pays to have professional assistance to make the right connections in China so that you can build the right relationships and make the right decisions from the beginning.

That's where Internetrix can help.

Internetrix is an Australian-based international digital communications technology company, with two offices in The People's Republic of China and 15 years' experience doing business in China. In 2015 Internetrix was named Business of the Year at the Illawarra Business Awards and also received the Excellence in Export Award for its work in China. Internetrix has an all-important Internet Content Provider (ICP) licence to operate in China, and works closely with multinational companies like Google and IBM in the Chinese communications market.

As we expanded our Chinese operations, we developed an understanding of the Chinese business culture and built strong networks in Chinese government and business circles.

Internetrix's Chief Operating Officer in China, Peter Pedersen, has extensive experience working with government economic development agencies in Australia. He has taken those skills to China where he has built strong relationships and networks with Australian government agencies tasked with developing stronger trade and economic links with China.

At the request of some of our partners in Australia and China, we have drawn on this experience and the skills of our China-based staff at our offices in Beijing and Xiamen in Fujian Province to offer a logistics service to assist companies make the right connections in China.

Businesses and organisations can now tap into our "local knowledge" in China for services including:

- › Translation services (both Mandarin and Cantonese)
- › Logistics services (such as travel and accommodation)
- › Meeting and function facilitation
- › On the ground assistance with bi-lingual staff
- › Business briefings on the size of the Chinese market, economic data, government regulations, import taxes, free trade zones etc
- › Introductions to Chinese business organisations and government agencies
- › Introductions to Australian Government agencies (such as Austrade and NSW Trade & Investment) and advice on government assistance packages
- › Introductions to Australia-Chinese business organisations such as AustCham China and the NSW Business Chamber in Shanghai

- › Advice on business lead generation, pre-sales presentations and the tender process in China
- › Information about upcoming trade shows and marketing opportunities, and assistance to participate in those events
- › Advice and assistance on Chinese social media platforms such as Wechat (Weixin) and QQ.

SUCCESS STORIES

Organisations and businesses including the University of Wollongong, Better Hotel Rooms, Charleston Homes, the Centre for TPM and Wollongong City Council have used Internetrix to help them make the right connections in China.

Here is what Wollongong Lord Mayor Councillor Gordon Bradbery OAM said about Council's decision to partner with Internetrix for its China Trade Mission in 2015:

When Wollongong City Council began planning a Trade Mission to China to promote our region to the Chinese, we realised that we needed "local knowledge" in order to get the most out of our visit.

Ideally, we wanted to draw on the experience and expertise of an Australian company that had a long track record in dealing with China, and preferably had staff on the ground in China who understand our requirements and could help us to achieve them.

Internetrix proved a perfect fit.

The digital technology company started in Wollongong 15 years ago and has since expanded into an international company with a significant presence in China, with two offices there staffed by Australian and Chinese staff.

Internetrix had done the hard work in establishing itself in China, so it understands the challenges and the pitfalls of not doing things the right way.

Its China-based staff have been invaluable in helping Wollongong City Council's staff develop a meaningful and realistic itinerary for our China trip, and looking after all logistics – from translating our marketing collateral to organising meetings with important potential partners and even recommending hotels.

Internetrix is in the communications business – and the company is demonstrating just how important communications are when dealing with China.



Contact Details

AUSTRALIA

Level 4, 85-87 Smith St, Wollongong
NSW 2500

Ph: (02) 4253 5300

Email: irx.info@internetrix.com.au

BEIJING, CHINA

26F Fortune Financial Centre, No. 5
Dongsanhuan Road, Chaoyang District,
Beijing 100020

Ph: +86 151 0153 2772

Email: peter.pedersen@internetrix.cn

XIAMEN, CHINA

616, Chuang Ye Building, Chuany Ye
Yuan, Xiamen City, Fujian Province P.R
China PC: 361009

Ph: +86 (0592) 577 5750

Email: info@internetrix.cn