

China Business Builder

Bring in the experts to co-launch your China business

A GOOD FIT IF YOU:

- Have committed to enter the China market
- Want control of your own destiny but need short-term expertise to get things on track
- Want to confirm the real entry options, pre-conditions and keys to success
- Need an executive sounding board that brings you context, actionable advice and China-based resources to manage the operational requirements on the ground

Your China strategy has made it through the board room and now it's time to deliver. You have real pressure to move quickly but carefully. The decisions you make in the next year or two will likely determine your success or failure in China.

The *China Business Builder* program fills the knowledge, experience and resource gaps that Western technology companies like yours face when starting their China business. The program

goes beyond simply providing advice or reports. ADG works side-by-side with your team, from market validation and entry, to launching your first solutions in China. ADG's experience and corporate relationships will have you operating in China in the shortest time possible while helping you avoid costly mistakes. Most importantly, you can get started right away with ADG as part of your team on the ground in China.

China Business Builder will set you on the right path to success in China.

BENEFITS INCLUDE:



A gap analysis of your entry strategy and objectives to confirm early options and pre-conditions



A flexible business model to bring in the right internal or external specialists as needed



Accelerated timeline towards real business opportunities and revenues



An immediate local China presence to engage with potential partners, customers, or other resources to move the strategy forward

China Business Builder leverages our broad spectrum of cross functional business experience gained from over 20 years of helping companies navigate the China market:



alteryx

ubuntu

PayPal



vivino

nielsen

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It was important for us to find a partner like ADG that could help us build our China strategy while also working hand-in-hand with our own team to drive the business strategy forward

Cristian Parinno, VP, Canonical/Ubuntu

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My initial goal in hiring ADG was to help us figure out our go-to-market strategy in China. I assumed we needed some advice and some introductions due to the complexity of the market and the challenges of knowing which partners to trust. I didn't fully appreciate how much help we needed, and how quickly ADG could deliver. They were willing to do whatever it takes to make us successful in China. ADG helped save us from many costly mistakes and got us to market faster than I anticipated.

Steve Walden, SVP Business Development, Alteryx