



ENTERING NEW MARKETS OR EXPANDING YOUR BUSINESS?

IT IS BEST DONE WITH A RELIABLE & EXPERIENCED PARTNER

With its size and growth potential, the Chinese market offers great opportunities for foreign companies.

Whether you are looking to newly enter China or already have a local presence: We offer comprehensive cooperation models tailored to your individual requirements enhancing the highest level of trust.

At Melchers, we planted our German roots in China over 150 years ago. Today, we are leveraging those years of experience of doing business in China, strive to be your local partner and take your business to the next level.

HOW WE WORK

- ✓ Custom-made services for the development of our partners' and customers business
- ✓ China-based experts, local contact persons, professional network, and reliable infrastructure
- ✓ Commercial trading and retailing competency in highly diverse areas of business and industries
- ✓ Understanding our partners and the local market through intercultural management

OUR COOPERATION MODELS AT A GLANCE



DISTRIBUTION

- ✓ Agent business (exclusive)
- ✓ Melchers China represents company as distributor
- ✓ Skilled sales representatives & industry experts
- ✓ Commission based or 'buy and sell' by Melchers China



PARTNERSHIP

- ✓ 2-party (or 3-party) Joint Venture with Melchers (and local distributor)
- ✓ Increased level of trust
- ✓ Joint market entry/ development strategy
- ✓ Distribution of business risks



BACKOFFICE

- ✓ Setup of own company structure
- ✓ Local administrative support by Melchers
- ✓ Full back-office services
- ✓ Brand partner has full control of company and activities



DELEGATE

- ✓ Provision of infrastructure by Melchers
- ✓ No own legal entity needed
- ✓ Ideal for market evaluation or lean setups
- ✓ Uncomplicated hire of local staff

WHICH COOPERATION MODEL IS RIGHT FOR YOU?

Before selecting the right model for your business project, it is necessary to analyse the current state of your business, which can be guided by the following specifications:

1. Maturity level of the company
2. Size of the investment
3. Risk tolerance level
4. Margin expectations
5. Etc.

As part of the business project analysis, a consideration based on your individual situation and goals is important. Our experts can help you choose the right solution for your business to best implement your strategy.

Another important part of planning your business venture is considering the future involvement of your local partner.

To avoid later disagreements, the involvement should be aligned with your preferences of controlling the business in advance.

Typically, the involvement of business partners differs depending on the cooperation model.

A collaboration can also grow and evolve over time. It can start as a delegate model with lower risk and commitment and transform to a more advanced collaboration model that allows you to leverage your resources more efficiently as the business matures.

We strive to create win-win situations for our partners by acting based on our core values:

- ✓ Responsibility,
- ✓ Reliability,
- ✓ Openness, and
- ✓ Determination.

WHY MELCHERS CHINA?

Whether it is forming a multi-partner joint venture, setting up your retail presence from scratch, building and operating a manufacturing site or managing your back-office administration – we have seen it, navigated it, and mastered it.

We tailor strategies to your company's nature, objectives, industry and the current landscape within the local market.

Whether you are new to the market or have been operating in the country for a decade, at Melchers, we act and serve as your China partner, working alongside you toward your goals in the region.

At Melchers, we planted our German roots in China over 150 years ago. Today, these roots have transformed into a strong community, comprising of hundreds of in-house specialists and a wide-reaching network of global and local partners, ready to help your business fulfil its potential in China.

This long-term perspective, married with decades of know-how and agility, that we have navigated the transformations in the Chinese and global markets alongside our partners.

We work with small and medium-sized businesses to multinational companies to support numerous aspects of our partners' value chain.

