



Leadership Forum Part II – BC Companies
*Case Study: Canadian SME Entry
Into China Market*

领导力论坛 - BC 省公司案例:加拿大中
小企业如何进入中国市场

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Agenda 日程



1. Contec Background Contec简介
2. Our Market Entry Strategy 市场进入策略
3. China Business Tips 中国商务要领
4. Case Study: Contec's Market Entry
个案研究: Contec 市场进入
5. Helpful Resources 有益资源
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Company Background 公司简介



- Provider of carrier-class Mobile Internet infrastructure software 提供运营商级的移动互联网设备软件
- Founded 2000; Public company 2002 (TSX-V:BUZ) 2000年成立;2002上市(TSX-V:BUZ)
- 20 employees in Canada; 9 employees in Beijing and Shanghai 加拿大有20个员工;中国有9个员工分别在北京和上海
- Sales in China of our unique patent-pending technology在中国销售我们独特的专利技术
- Enables development & deployment of mobile applications at a Fraction of the Cost and a Fraction of the Time使运营商在少量投入及短时间内,快速开发及部署移动应用服务
- Enables complete management of Service Provider and Content Providers for "Master Service Providers"对“大服务提供商”允许完全管理服务提供商及内容提供商

“Evolution of the Mobile Internet” 引领移动互联网发展

Our Market Entry Strategy

我们的市场进入策略



- Our customers我们的客户:
 - Mobile Network Operators (MNOs)移动网络运营商
 - MNO's strategic Service Provider (SP) partners移动网络运营商战略服务提供伙伴
- Developed a channel sales strategy拓展渠道销售战略
- Our partners我们的伙伴:
 - Sales agents & distributors销售代理&分销商
 - Strategic marketing partners战略市场伙伴
 - Application development partners应用开发伙伴

Case Study: Contec Example

个案研究: Contec 案例



Over a period of about 2 years 在过去的两年内:

- Signed 4 Sales Agent Agreements 签署4个代理协议书
- Signed Strategic Marketing MoU (Nortel China) 与北电中国签署战略市场合作理解备忘录
- Signed agreements with Peking University and Shanghai Jiao Tong University (for application development) 与北京大学和上海交通大学签署应用开发协议
- Signed 3 Partnership Agreements with Mobile Service Providers 与移动服务提供商签署3个合作伙伴协议书
- Signed sales contract with strategic Service Provider 与战略服务提供商签署销售合同
- Lead MNO is China Mobile 为中国移动提供服务



A Seven Points Approach 7个主要要点:

1. Expectations (scope of deal; resource commitments) 预期(业务范围, 承诺资源)
2. Attitude ("Partnership"; "Win-Win") 态度("合作伙伴"; "双赢")
3. Perseverance (if mutual goals & motivation persist) 坚持(与客户共同的目标及持续的互动)
4. Flexibility (e.g. schedules/plans, business models) 灵活(如时间/计划, 商务模式)
5. Patience (be prepared for periods of slow progress) 忍耐(准备好在一段时间内慢速发展的阶段)
6. Cultural Sensitivities (e.g. consumer content) 文化差异(如: 消费内容)
7. Localization (Chinese language essential) 本地化(主要是中国语言)



- Understand, build, and utilize relationships (“guanxi”)理解,建立和使用关系
- Beware of Agents that oversell their contacts and capabilities防止代理过分夸大关系及能力
 - Do your due diligence尽心尽力
- Do business “face-to-face” whenever possible尽可能面对面沟通
 - Once a relationship is established, phone, e-mail and other forms of communication are OK一旦建立起关系，电话、电子信件和其他沟通方式都可以

Helpful Resources 有用资源



Contec has used

Contec使用过的资源:

- “Doing Business in China在中国开展业务”
<http://www.contec.ca/s/IndustryArticles.asp>
- Industry Canada: Trade Commissioner Service – TCS
(Beijing, Shanghai, Guangzhou, Hong Kong)加拿大产业：
贸易服务 -TCS（北京、上海、广州及香港）
- Monte Jade Western Canada <http://www.mjcanada.com>
- National Research Council (NRC)-IRAP国家研究委员会
- WINBC

New Resources 新资源:

- Leading Edge BC

Summary总结



- Do business in China with the “Seven Points Approach”
开展中国业务的“7个主要要点”
- Don't underestimate the importance of relationships
不要低估重要的关系
- Leverage TCS, NRC, WINBC, Monte Jade and your personal networks to find partnerships
利用TCS，NCR，WINBC，Monte Jade及您个人网络寻找合作伙伴

The China telecom market is an enormous opportunity.

中国电信市场是个巨大的机遇

Be bold, persevere and you can succeed!

大胆，坚持，取得成功