

# Chinese Economy and Business Opportunities

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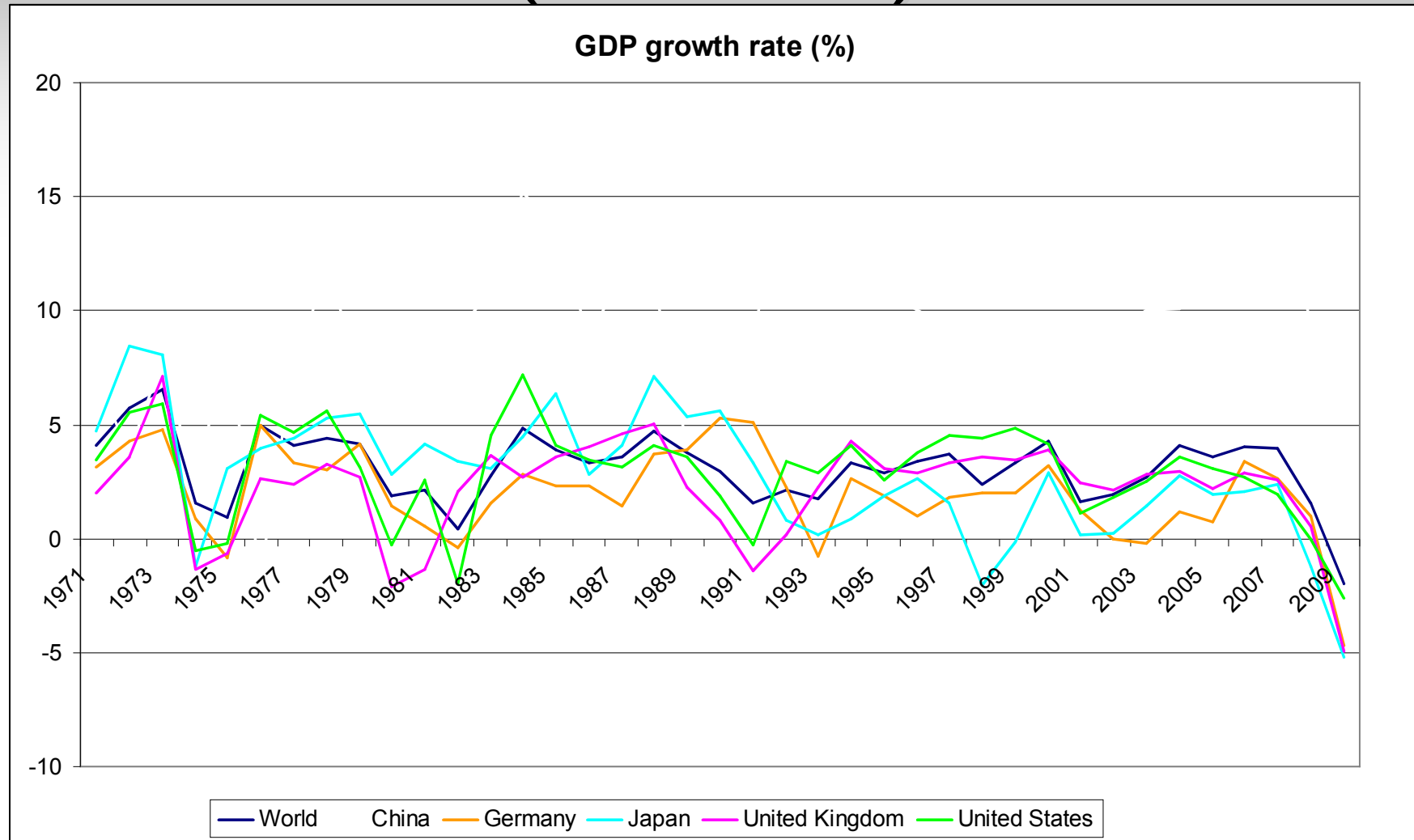
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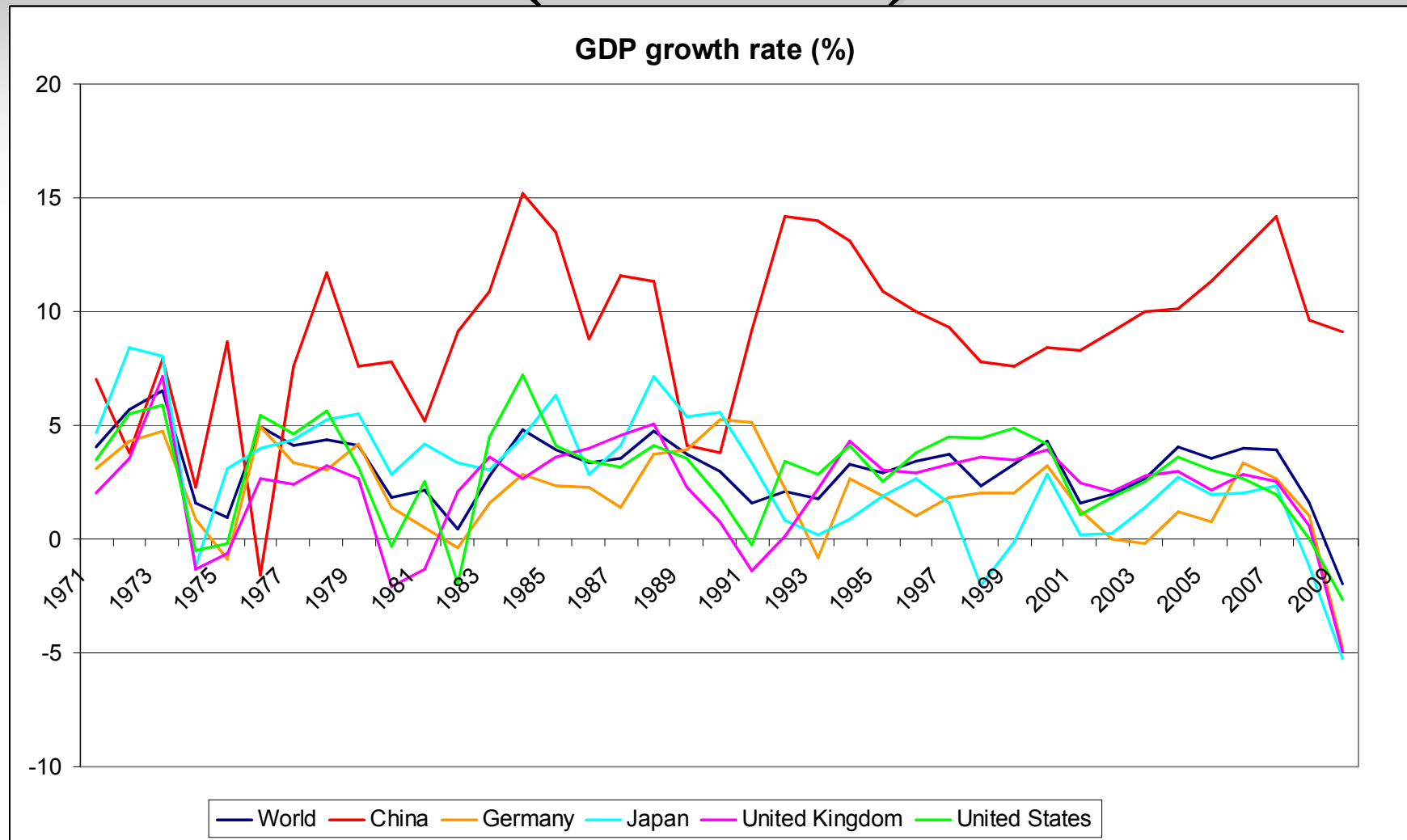
# Agenda

- Chinese economic growth: an overview
  - International trade with China
  - FDI in China
- China-Portugal business relations
  - Portuguese export to China
  - Portuguese investment in China
- How to do business in China? Some international experiences

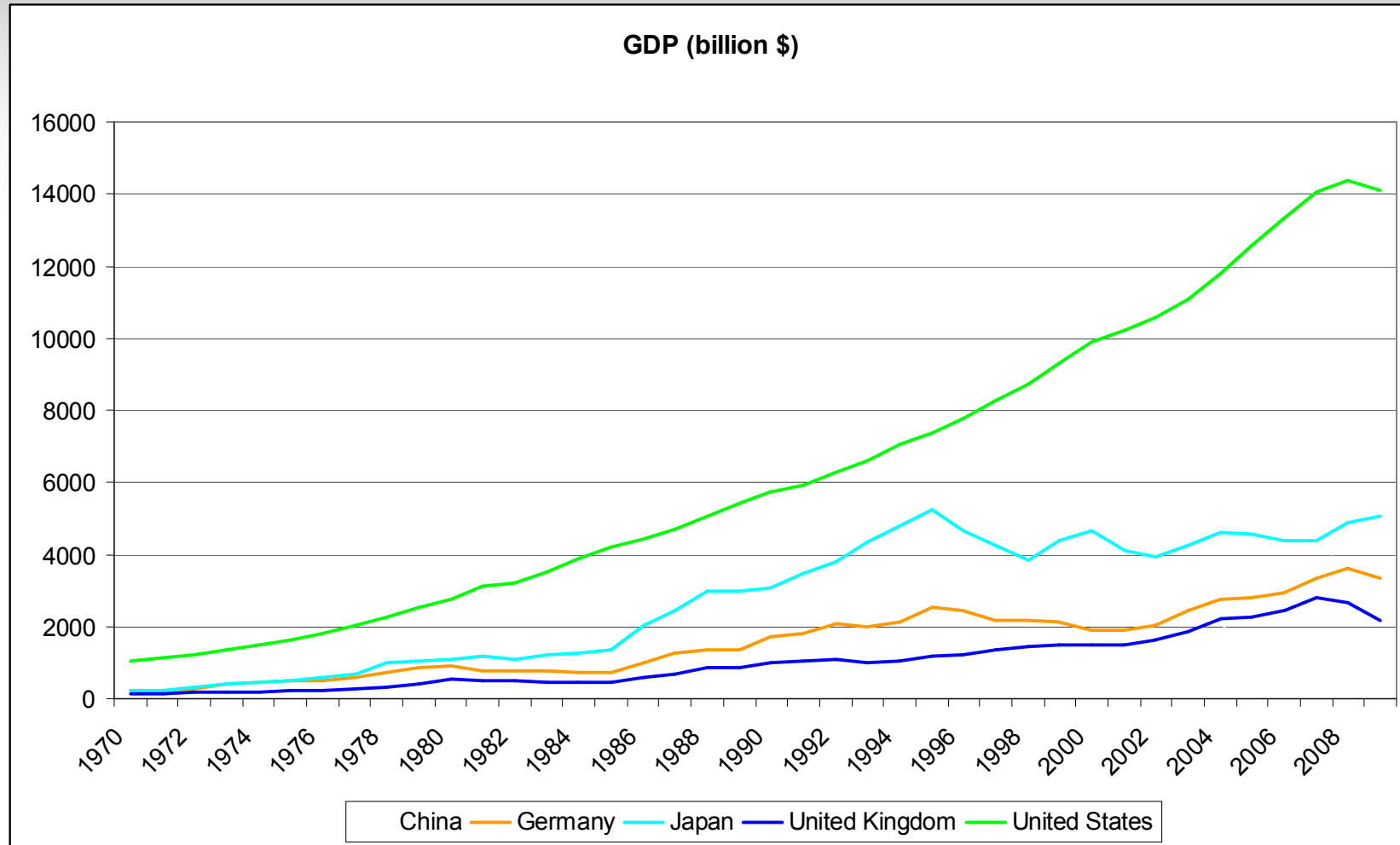
# Chinese Economic Growth (1970-2009)



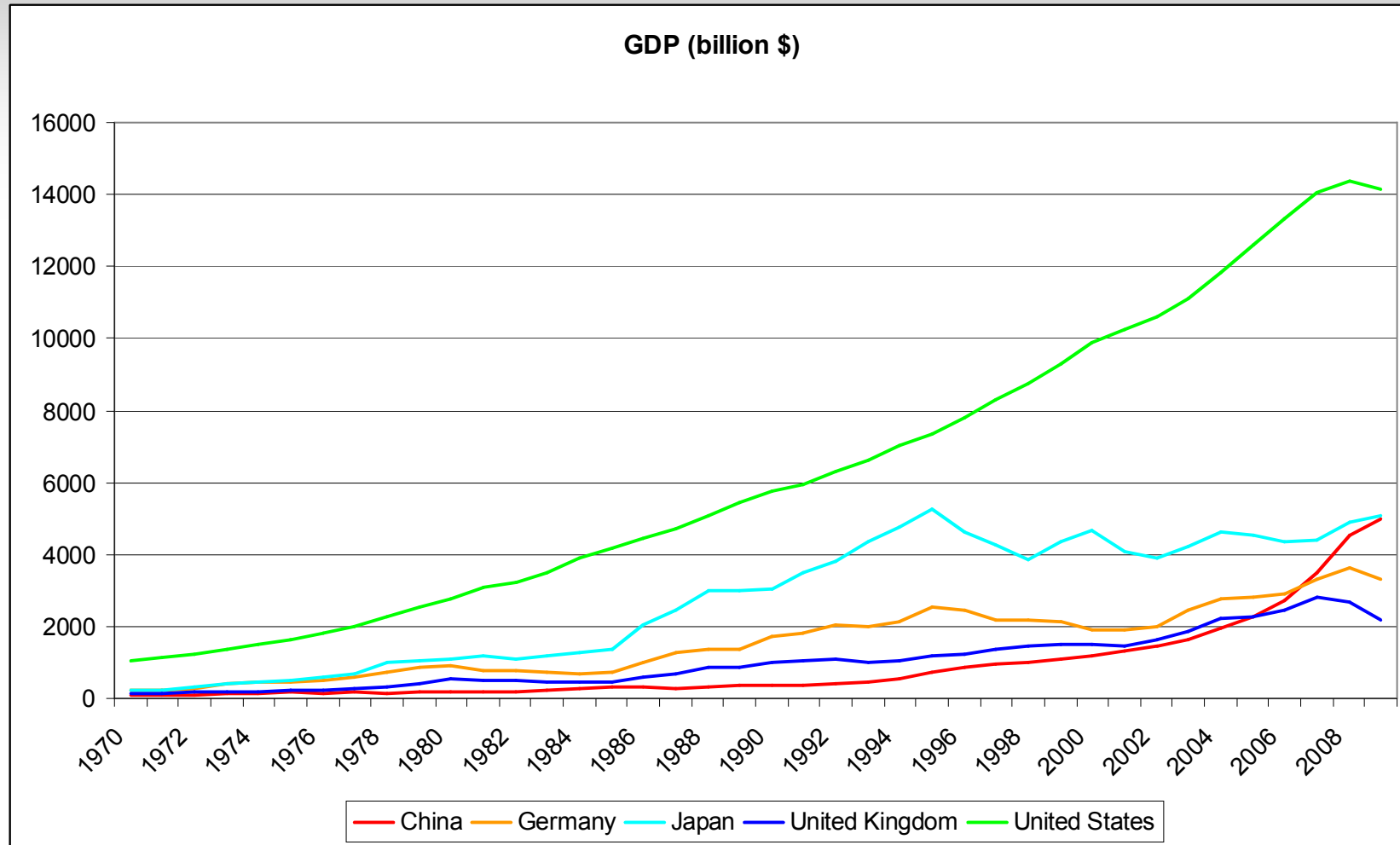
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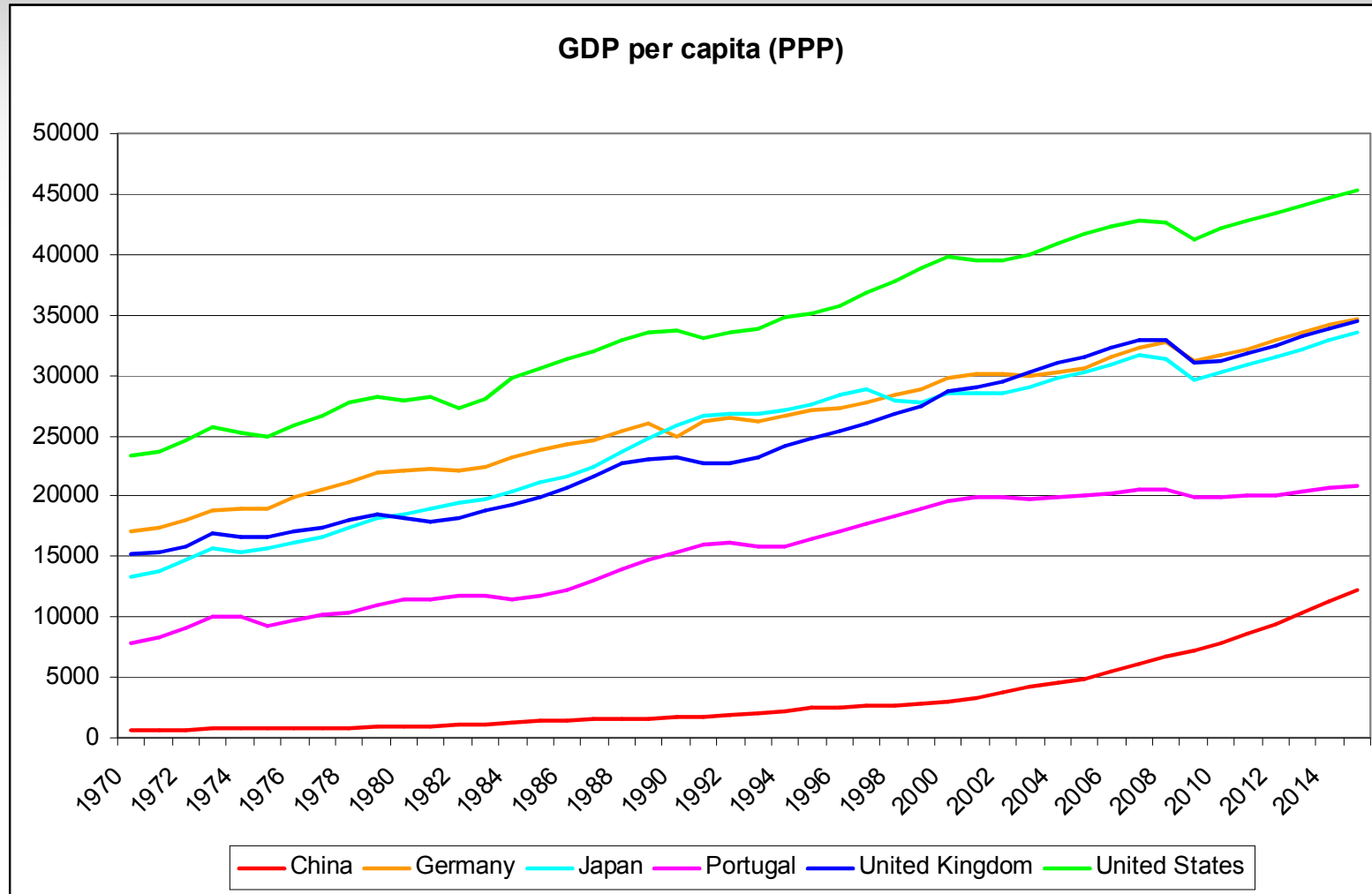
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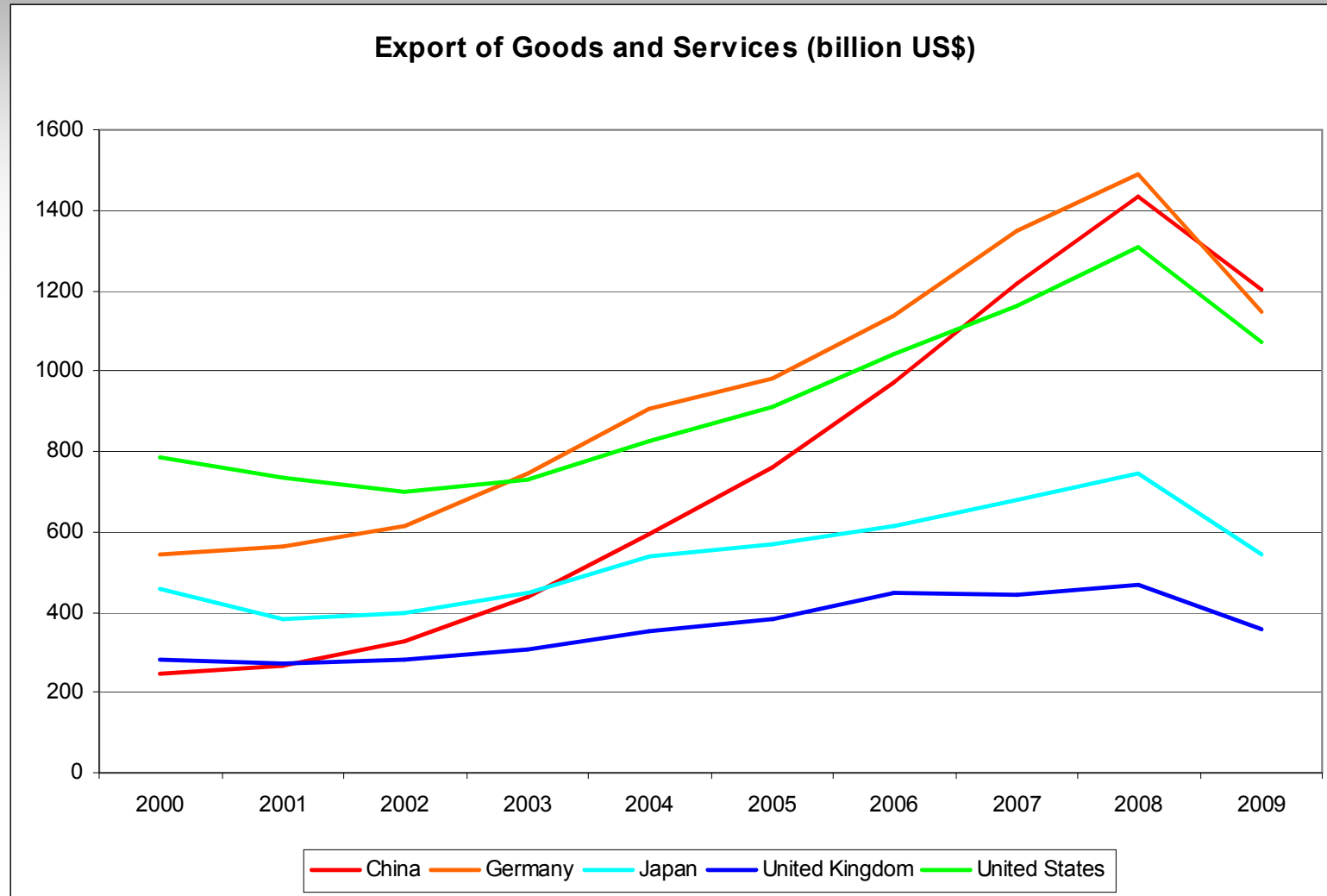
# Chinese Economic Growth (1970 – 2009)



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# International Trade





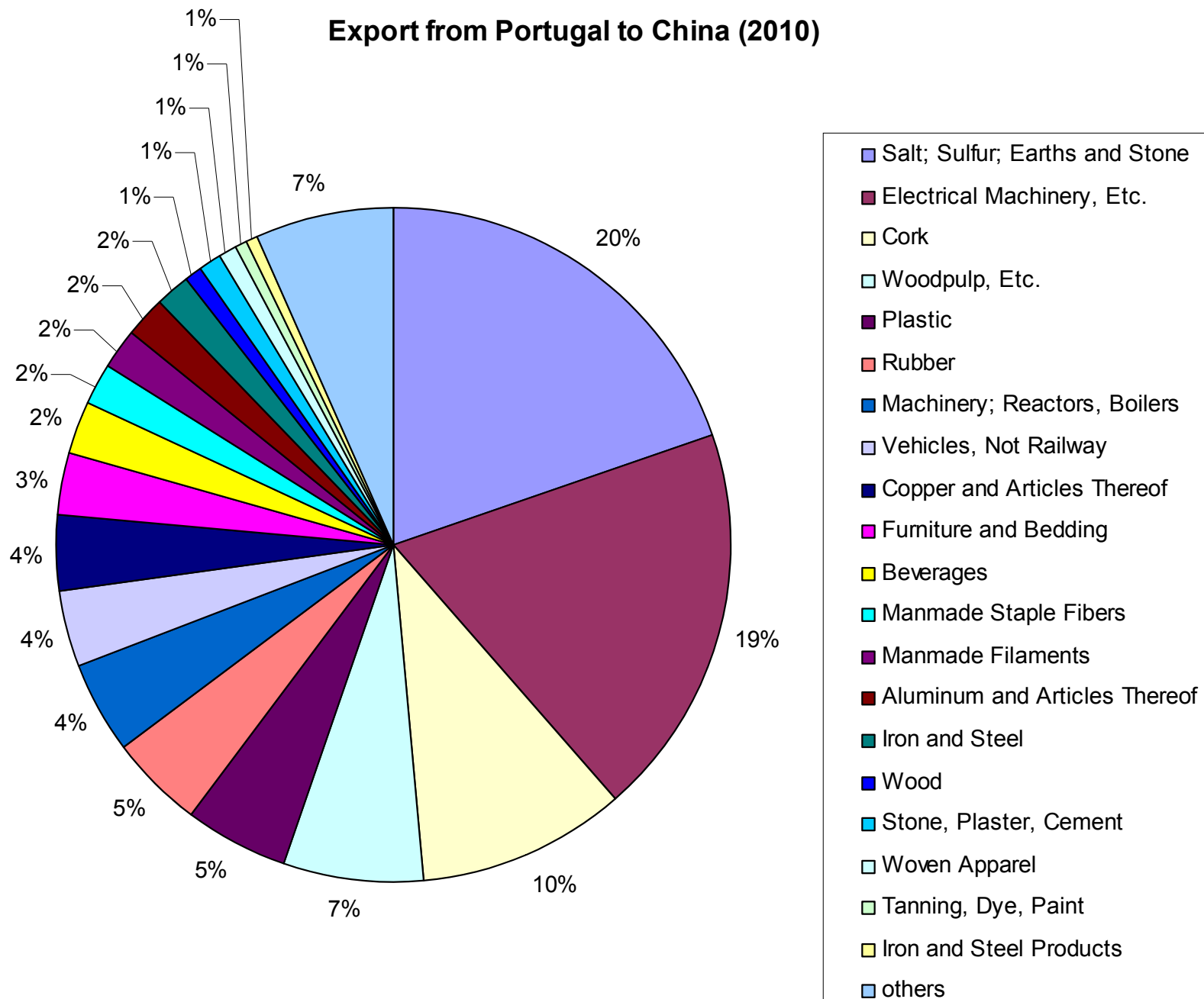
# FDI in China

- Global companies are now making a more aggressive push into China
  - 2010: more than 1200 R&D centers
- In 2009, foreign-invested companies accounted for
  - 28% of the nation's industrial output
  - 56% of exports
  - directly employed 45 million people.

# Portugal and China Trade Relations

- The total trade between Portugal and China in 2010 mounted 1.8 billion Euros
  - Import from China: 1.57 billion Euros
  - Export to China: 230 million Euros
- China became one of the top ten trading partners for Portugal in 2010
  - No. 8 import source country
  - No. 24 export target market

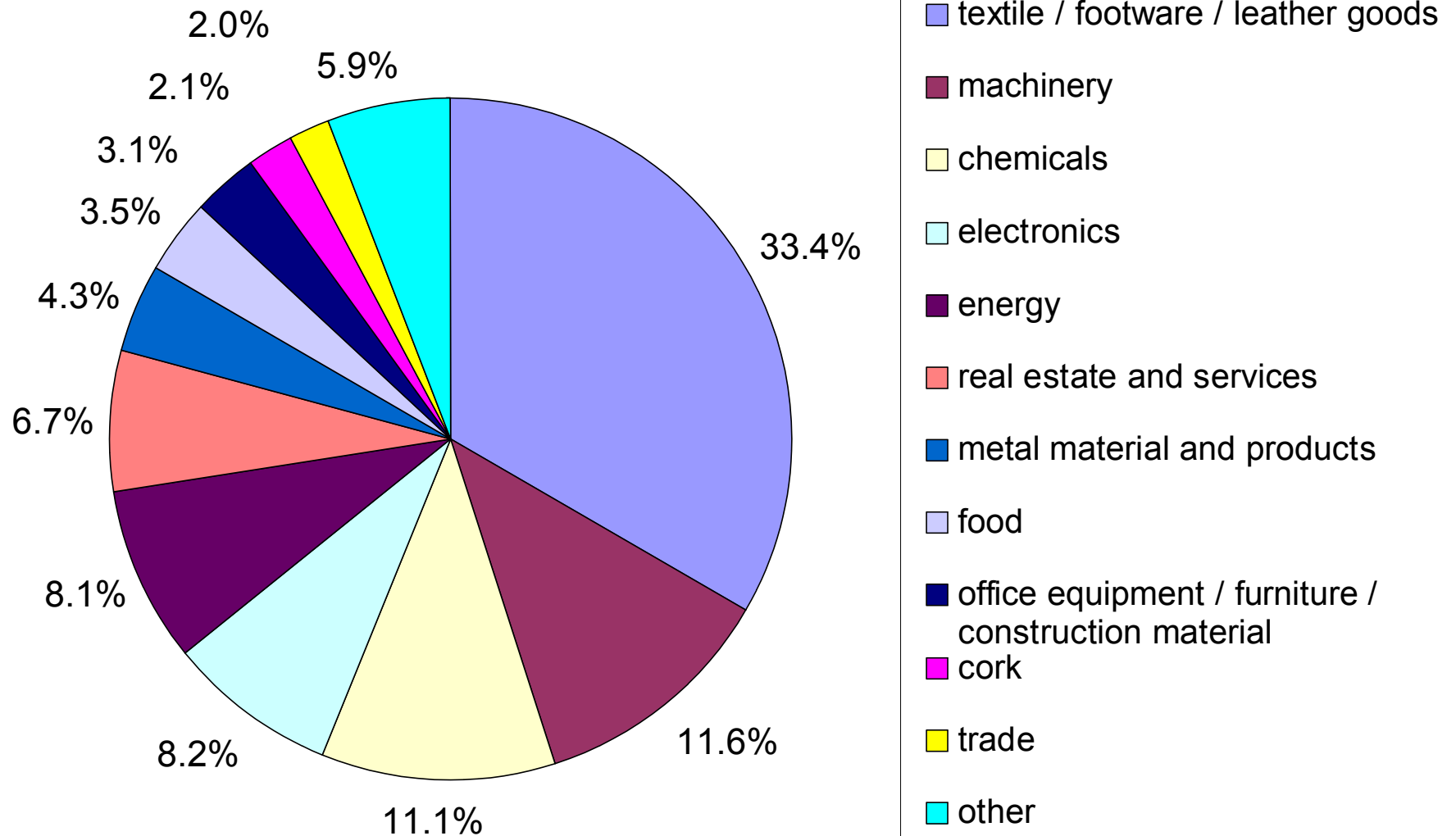
### Export from Portugal to China (2010)



# Portuguese Investments in China

- Total number of projects so far: 172
  - Projects initiated in 2009: 14
- Total amount of investment (in contracts): US\$ 336 million
  - Amount of investment (in contract) in 2009: US\$ 51.5 million
  - Yearly growth: 104%
- The majority of investments (63.5%) are made by the Chinese community residing in Portugal, with Portuguese companies investing the remaining 36.5%.

# Portuguese Investment in China



# Doing business in China: International experiences



Keywords for  
doing electronic  
business in China:  
low price  
Economies of Scale

# Business in China: Local experiences



# Doing business in China: International e





# Doing business in China: International experiences



Hut



1990

Global standard

1300

Modernizing image,  
promoting Coffee Culture,  
providing free Wifi

Enter Chinese market

Menu

Current No. of restaurants

What are they up to now

# Thank You and Welcome to Visit China!

