




Making Smart Business in China



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China is the most dynamic market in the world

- Big market, but not very simple
- Competitive market, but not very orderly
- Attractive market, but not very easy
- Dynamic market, but not very open

Czech companies in Chinese market

- Hot waves but lost the way quite often
- Need to know the Chinese realities and formulate the tailor-made approaches
- Need to have IP right in place before doing business in Chinese market
- Need to avoid the brands to be abused by the Chinese distributors or partners
- Need to make right and enforceable legal arrangements

Key to Success in China

- Understanding well where you are and where your customers are
- Making the informed and fast decision
- Adjusting and reacting the market changes in a more flexible and down-to-earth way
- Communicating with the important parties
- Branding is everything

Problems in China

- Keep watching
- Slow moves
- Reluctant in necessary brand protection
- Language barrier
- Mentality obstacle
- Quick money without reasonable investment
- Without a long-term plan
- No necessary investment before making acceptable money

Overcome the Odds

- Look into the market in depth
- Adapt to the demands of market and customers
- Plan B or C on unexpected competitions or challenges
- Be ready for changes
- Protect all the umbrella brands
- Keep on listening and learning

Chinese lovers

- Sometimes you have to fall in love with the Chinese “blood and milk”
- All serious marriage needs a nice contract to establish the rights and obligations
- Be healthy after living together under the same roof
- Be a good boy
- No green hat/cuckold

Resolutions for legal disputes in China

- Mediation
- Arbitration
- Litigation

Try arbitration, avoid litigation

- One time
- Confidential
- More objective decision
- More flexible procedure
- English language can be used
- More international mentality
- Quick procedure
- More choices (CIETAC, HK, Singapore...)

Key to Win

- Well-documented contract with arbitration clause from the very beginning
- Smart evidence-gathering
- Quick response and reaction
- Fluid negotiation strategy
- Keep effective communicating with parties and arbitration tribunal
- Willing to compromise under specific circumstances

IPR is the Treasure

- Learn from American companies and protect the IP rights as earlier as possible
- The core IP rights for Czech companies in China are trademark and domain names
- Be brave to fight
- Take the e-shop and wechat promotion into protection scope and reinforce the protective measures proactively.
- Store and polish the IP right use evidences

Thank you

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