



Export Marketing Strategies, China

Mathias Wengeler

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Following the opening up of the country in 1979, China saw exponential growth which was mainly fuelled by its export-driven economy. Since China's entry to the World Trade Organization in 2001, the country's own enterprises have increasingly benefitted from the guidance of various bodies in promoting their exports abroad. This report offers an in-depth understanding of marketing strategies used to promote Chinese exports globally. Experts from promotional organizations in China give their insight into the promotional initiatives currently being carried out and their results.

Companies Mentioned

China Council for the Promotion of International Trade, Ministry of Commerce, Trade 2CN, CIECC, Universal World Trade & Investment, Alibaba Group

Sources

Primary sources include interviews with 3 industry experts from organizations promoting exports in China. Secondary sources include case-studies.

Why Buy this Report?

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