



CHINA – SOLVING THE STRATEGIC CHALLENGE

Review your China Strategy now and
draw the right conclusions!

Management Experts St. Gallen

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REDUCING RISKS – EXPLOITING OPPORTUNITIES

The speed of change in China is still breathtaking and it will remain high in the years to come. Foreign companies have to deal with a constantly changing environment, new regulations and new policies. Therefore, also the own China strategy of each company should be regularly reviewed. Recent surveys of German companies in China show that the planned investments in the next years will increase. The China operations will thereby gain further importance in the corporate strategies and also the consequences of failure increase for each company. With our China expertise and our extensive experience in strategy consulting, we support you in the formulation and implementation of a convincing overall strategy.

Pit Stop China Strategy: You only want to have a quick review of your current China strategy? And you want to know which key strategic questions you still need to answer and how you can come to convincing answers? Then our **Pit Stop China Strategy** is the right choice. In one or two days we will prepare a joint workshop in which we will carry out a critical review of the strategy, identify the most important open strategic questions and define the way to answer them. To this end, we have developed a lean process that combines completeness and reasonable effort, without digging into all the details.

Overall China Strategy: If you would like to work out or revise your China strategy in detail, we accompany you in such a

process. We carry out the appropriate preliminary work with your internal experts, coordinate external analyzes if necessary and moderate the full process so that you and your team formulate a coherent and promising strategy, using all the insights gained from the analysis phase. From our point of view, a key success factor is that the strategy is fully communicated into the organization. Here, too, we have concepts that ensure that the strategy is understood and implemented.

China Strategy for Third Markets: You're not in China right now? So why a China strategy? China is also becoming an increasingly important competitor for European companies in the domestic market and in third markets. This trend will continue and it is therefore becoming increasingly important even for companies that are not located in China themselves to take the developments in China into account in their own corporate strategy. Therefore, it is not a full China strategy, but the potential challenges should be identified and answers should be formulated.

We support our customers in all China related aspects in their strategy process, either in formulating their China strategy or in challenging their corporate strategy with regard of the developments in China.

Does this sound interesting to you? Then contact us to arrange a personal call or request further information from us.

I am looking forward to hearing from you.

OUR EXPERT – YOUR CONTACT



Dr. Claus Knoth supports already for over 30 years European companies in projects with special focus on China. Since his studies in Beijing he has worked as a strategy consultant, organizational developer as well as management trainer and coach.

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