

GLOBAL TRADE AND INVESTMENT MISSION: CHINA

SHANGHAI AND SHENZHEN
MARCH 21-29, 2025



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If you have questions about this program, please contact:

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EXPLORE OPPORTUNITIES FOR EXPORTING TO THE WORLD'S SECOND-LARGEST ECONOMY

The Wisconsin Economic Development Corporation is organizing a global trade and investment mission to China to help Wisconsin companies connect with export partners in the market. Given the size and importance of the market, companies across many different sectors are encouraged to consider participating in this program, provided they have previous experience with exporting.

In the program cities of Shanghai and Shenzhen, participants will be scheduled for customized one-on-one meetings with potential partners chosen specifically based on alignment with the Wisconsin company's business needs and objectives. Each program participant will also receive market intelligence specific to their company and industry, detailing considerations to bear in mind when introducing the company's product or service into the market. WEDC has eyes and ears on the ground in China in the form of authorized trade representatives—thus making it easier for Wisconsin companies to find local partners they can trust and taking some of the guesswork out of launching in a new market. Traveling as part of the Wisconsin delegation also provides the opportunity for peer-to-peer networking and sharing of experiences and business connections among participants. In addition, the program will include training on Chinese business culture and etiquette.

Cost: \$2,500 for a Wisconsin exporter of goods or services (\$2,200 for each additional participant from the same company)

This subsidized cost includes the following personalized services for participating companies:

- Market research and customized one-on-one appointments with potential customers, agents, distributors, and other market intermediaries in each city
- Market assessment to help your company devise a strategy for entering the Chinese market, created just for you by Wisconsin's authorized trade representatives in China
- Hotel accommodations for the duration of the program
- Some group meals
- Intercity transportation within China
- Transportation to business meetings
- Interpreters as needed

For more details and registration information, visit wedc.org/china25

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