



**HOENE CONSULT**  
CHINA MARKET EXPERTS



# Challenging China

## Concepts and Results

[www.hoene-consult.de](http://www.hoene-consult.de)



## Business Development in China

What is the potential of your specific market? What expectations do your customers have? Is your team well positioned?

Whether you want to conquer the Chinese market or are already there for a long time, we support you in developing and implementing your China strategy with concepts and results that come from practice. Benefit from a quarter of a century of management experience in Germany and Asia.

## Your success is our challenge!



## Our Services

Market Research

Strategy Advice

Sales Support

Recruitment



## Experience Counts

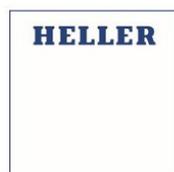
Hoene Consult was established in 2014 by Mr. Christoph Hoene:

„With a background as an economist, I have accumulated a quarter of a century’s worth of operational experience in sales and general management positions, primarily focussing on Asia and mainly on China. During this period I have met most challenges that one can think of in the Asia-business, from licence co-operations to joint ventures and wholly owned subsidiary companies. I have expanded sales organisations in boom times and struggled for survival in bust periods. In Malaysia I managed a transformer company during the Asian financial crisis of the late nineties. For more than the last fifteen years my main focus has been China where I have established and managed a sales and technology company for a major German machine tool manufacturer. The companies in Asia that I have been involved with, are still successful- some of them for a number of decades.“

What you can expect from us: Practical experience from over a quarter of a century of operational management responsibility, sound methodology, a proven network and drive to implement your projects in China.

We think in your job and agree with you clearly defined performance levels that are tailor-made for your objectives. You can take advantage of a wide range of topics: from a tight inventory to the joint development of concepts to operational support for the implementation of your projects.

# Industry Focus of Our Customers: Machinery, Automotive



Ministerium für Finanzen und Wirtschaft



Messe Stuttgart  
Key to markets





# Market Research

## Market Overview

Building on your existing information, we develop a market model that describes your target market and its future prospects. Often a relatively rough market sketch is quite sufficient. In any case the result will be a plausible and reliable decision-making basis.

## Opportunity Assessment

A useful approach to gain a better understanding of a target market, is to combine a market outline and a rough SWOT-analysis. The insights gained can be tested right away in a sales project, e.g. a customer event.

## Product Market Screening (PMS)

PMS is a pragmatic tool that systematically combs and captures markets. PMS builds on existing market knowledge, which will engage your sales team closely. This increases the acceptance of the results and trains the sales force as well.



## Strategy Advice

### Roadmap Workshop

Joint venture or WFOE, direct sales or dealer, make or buy, in which direction should the development in the Chinese market lead? A compact workshop can provide a helpful orientation in many questions.

### SWOT-Analyse

Together with your team, we examine market opportunities in details and deal with your competitive environment. From this, we derive goals, measures and responsibilities together, so that you could receive concrete results in a timely manner.

### China Strategy

Which long-term goals should be pursued? Which resources are available? Type of market development or choice of location, selection and localization of products, protection of intellectual property and development of a powerful sales organization: We develop a coherent overall concept with you

### Business Plan

The strategic orientation will be specified in the business plan. The assumptions will be disclosed. An action plan with deadlines and responsibility assignments ensures liability. The integrated financial projections make the feasibility plausible.



# Sales Support

## Sales Planning

China is a complex market: State-owned enterprises, joint ventures, foreign subsidiaries and Chinese private companies are spread over the continent. How big is your target clients, and how is it geographically distributed? How can you explain your products, and what criteria do customers have? Together with your team, we develop the optimal sales concept for you and look for suitable partners and personnel to build up a powerful sales organization.

## Training and Coaching

Successful sales is a demanding profession that needs to be studied thoroughly and continuously. Pin-pointing the USP, communicating customer benefits as sales arguments, market segmentation and ABC-classification, target customer search and negotiating techniques: We help your sales team to acquire the tools of the trade.

## Marketing Concepts

There is no way around digital marketing in China. However, conventional marketing instruments such as trade fairs are also effective means of addressing and retaining customers. We support you in the development of marketing concepts that sustainably contribute to your success.

## Promotion Events

With seminars, conferences, customer evenings or dealer meetings, you can get up close with your target groups. Well thought-out concepts and careful organization are the prerequisites for successful events.

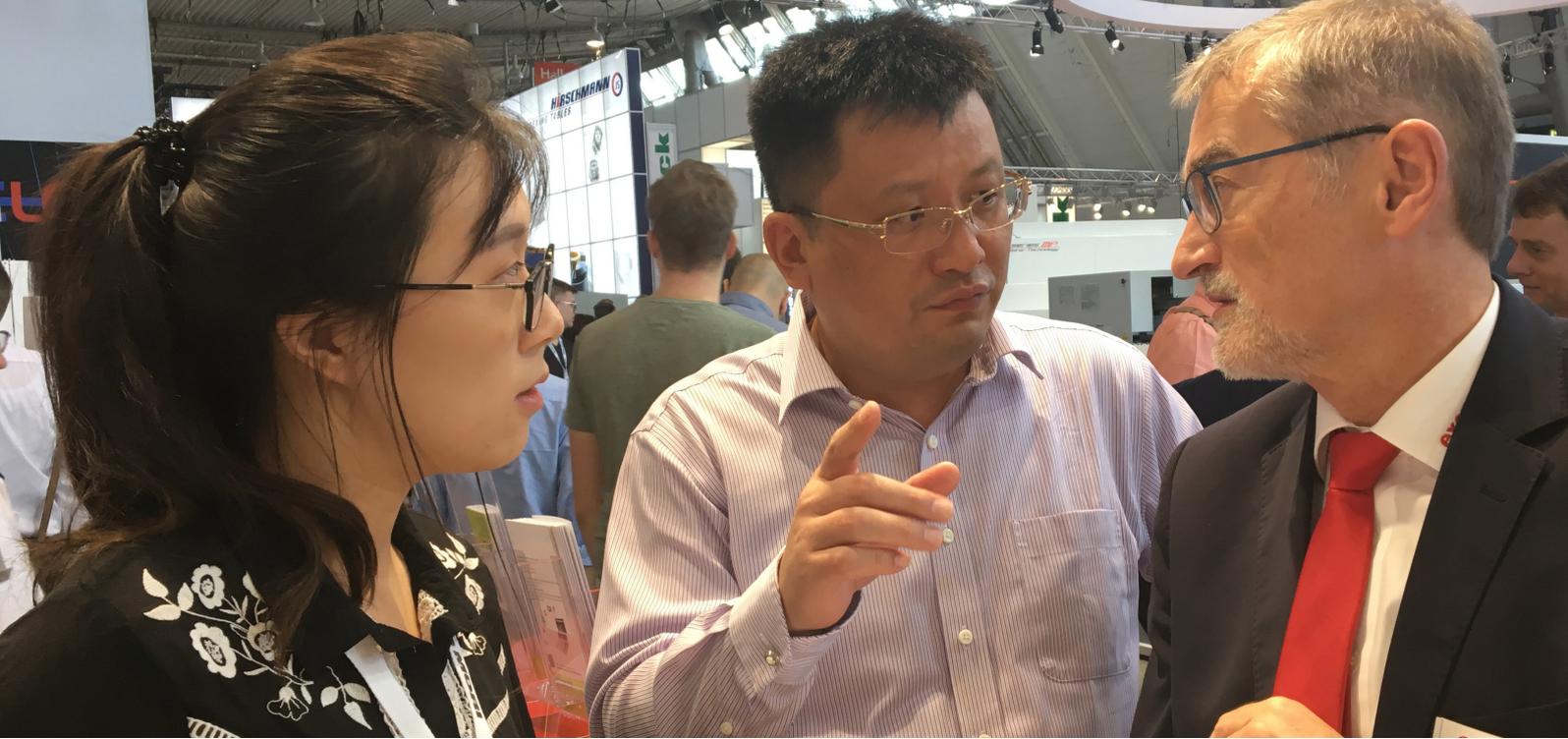


Dealer Meeting

Customer Evening

MAV Innovation Forum China





# Recruitment

## Business Success Means Team Sports

The Chinat team is usually spread over two continents. If both team members are well-staffed and pull together, it becomes a top team that delivers top performance. Whether you are looking for young talents or top managers: We support you in the search for qualified personnel, in the further development of your team on site and in the internal communication in the parent company.

We are looking for qualified employees who are suitable for your company. Based on a dedicated needs analysis, we develop the optimal search strategy with you. We purposefully use different sources, in particular our extensive network of contacts. In addition to the search of internal database and the direct approach, we will place advertisements in suitable job portals in consultation with you. We create a shortlist of suitable candidates for you, assist you with job interviews and carry out background checks. We will also accompany you beyond the conclusion of a contract of employment.



## Konradin Media Group

With more than 600 employees, Konradin Media is one of the largest providers of specialist information within the German-speaking world. It offers a wide range of trade and special-interest magazines, online portals and live event series.

[www.konradin.de](http://www.konradin.de)



英特华

## InterChina

One of the leading advisory firms in China. Team of 60 professionals have conducted over 500 strategy projects and closed over 160 transactions. Offices throughout China, the US and Europe.

[www.InterChinaConsulting.com](http://www.InterChinaConsulting.com)



## S-edge Business Co.

Specialized marketing agency in Beijing and Shanghai with focus on machine tools, aerospace, automotive and internet technologies. Competent service provider for digital marketing, public relations, event management.

<http://www.s-edgebiz.com/>



## DB Management Consultants

International management consulting company in Shanghai, with focus on medium-sized enterprises, supporting companies in the fields of strategy, finance and human resources. DB combines a Western mindset with comprehensive local know how.

[www.db-china.cn/de/](http://www.db-china.cn/de/)



# HOENE CONSULT

CHINA MARKET EXPERTS

HOENE CONSULT GmbH  
Rotebuehlplatz 23  
D-70178 Stuttgart  
Germany  
Tel.: +49-711-4900 8311  
Fax: +49-711-4900 8200



Photographs: Fotolia, STON Robot, Hoene Consult