

### ***Investing in China: 21 Success Stories***

(Gent: Flanders-China Chamber of Commerce, 2006), 174 p.

Exceptionally we have the opportunity to review a book published by the Flanders-China Chamber of Commerce. Moreover, it is unique, as never before a collection of successful China business stories has been published in Belgium. Twenty-one member companies of the FCCC tell in their own words what they are doing in China and what it takes to be successful.

Every company dreams of making it in China, but the business environment is extremely competitive, probably the most competitive in the whole world, because everybody wants to be there. Horror stories have also appeared in the press. There are indeed companies who didn't make it and lost millions. Before taking on the challenge of the Chinese market, company chairmen and CEOs should have a look at the experiences of companies which have preceded them in their long march to conquer their corner of the Chinese market.



'*Investing in China: 21 Success Stories*' shows on the map of China where other Belgian companies are located, how they started their China adventure, and most importantly offer recommendations about what to do or not to do.

"Anything is possible in China, nothing is easy," says Fortis. "Murphy's Law applies exponentially in China: What cannot possibly go wrong elsewhere, will go wrong in China," comments Massive, but also "if you do not give up, a solution will ultimately be found." "Only go into China if you have a product for which there is a real need", advises Picanol.

Success is not a chimera. China's share of Barco's worldwide turnover increased from 2% to 10% in a few years. Its LED Group's global headquarters has been moved to Beijing. Bekaert employs 2,500 people in China at 15 facilities, including an R&D center. Its "advise to any company seeking to do business in China is to try and effectively become 'a Chinese company'."

Read '*Investing in China: 21 Success Stories*' for more valuable advice on doing business in China. The FCCC will send every member one free copy, additional copies are available to members at €10.

**FLANDERS-CHINA CHAMBER OF COMMERCE v.z.w.  
ORDER FORM BOOK  
"INVESTING IN CHINA : 21 SUCCESS STORIES"**

**COMPANY:**

Name: .....  
Address: .....  
.....  
.....  
.....  
Website: .....

**CONTACT:**

Name: .....  
Title: .....  
Tel. : ..... Fax: .....  
E-mail: .....

**ACTIVITIES:**

Description of the company (Delete what is not appropriate)  
Manufacturer                      Financial Sector                      Services  
Import/Export

Description of the Activities:

.....  
.....  
.....

**PRICE PER BOOK :**

MEMBERS :        10 €  
NON-MEMBERS : 20 €

MAILING COSTS : 3 € (per book)

The amount of .....€ will be paid to one of the following bank accounts:

KBC 733-0253138-95  
FORTIS 001-4486455-87

**Date:**

**Signature:**

To return by fax : 09 266 14 47  
Or by e-mail: [info@flanders-china.be](mailto:info@flanders-china.be)