



In China with Michelle Zou
New Episodes Weekly
September 6th 2018: Bring Your Ideas Live Through Chinese Manufacturers

As the world's manufacturer, China has been the place where many consumer products are being produced. From "Made in China", to "Made by China", China has gone through a journey from using its cheap labor and materials to manufacture products designed and branded by overseas companies, to having an end-to-end ecosystem to design, produce and sell its own branded products. Jacob Rothman, an American living in China has evolved his career along with China's path. He started his trading business in China 15 years ago to source products, then changed to own a factory, and advanced to build a pla

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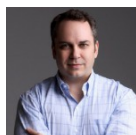
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Featured Guest



Jacob Rothman

Jacob Rothman is the owner and CEO of Velong Industries, a grill and kitchen products supplier in Southern China. He has over ten years of experience in manufacturing, design, branding, and retail. He has worked on projects with brands such as Tumi, Samsonite, Discovery Channel, Kitchenaid, OXO, and Cuisinart.

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