

[TROUBLE VIEWING?](#) Click Here to view the Promo card on the web

[SIGN-UP NOW!](#) [SIGN-UP NOW!](#) Click to become a Member for Free!



In China with Michelle Zou
New Episodes Weekly
April 18th 2019: Tips for Attending Trade Shows in China

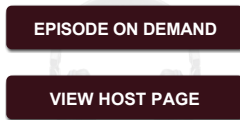
In our last episode, I shared my interview by ChinaBiz Connect about trade shows in China. As I pointed out, one of the first steps in doing business in China is establishing relationships with potential partners and customers, and attending trade shows can help foreign companies leverage the venue to attract a crowd and to have many conversations in a short period of time. I talked about the reasons why foreign companies should include trade shows in their China go-to-market strategy and provided recommendations for choosing the right shows and getting expert advice. In this episode I will s

[Read more](#)



Tune in

New Episodes Weekly on
VoiceAmerica Business Channel



Share This Episode



Connect with VoiceAmerica

Download our mobile apps

