

Viotech Consulting

Help International Companies Enter and Grow in China

We Make It Simple for Your Business in China

Our Mission: Act as a bridge between China and international SMEs and help them create and enhance competitiveness.

We Know What You Want

- ☁ Have difficulties in finding the right company to help you enter China market?
- ☁ Hesitate to choose whom to cooperate with in China?
- ☁ Cannot figure out how to lower entrance and operational costs?
- ☁ Worried about IP infringement of your products and technology?
- ☁ Puzzled with the complexity of dealing with Chinese culture?
- ...

We know what international SMEs are facing during their entry to China market and have developed an effective service package to solve the mystery and reduce mistakes based on our 20+ years of experience.

About Us

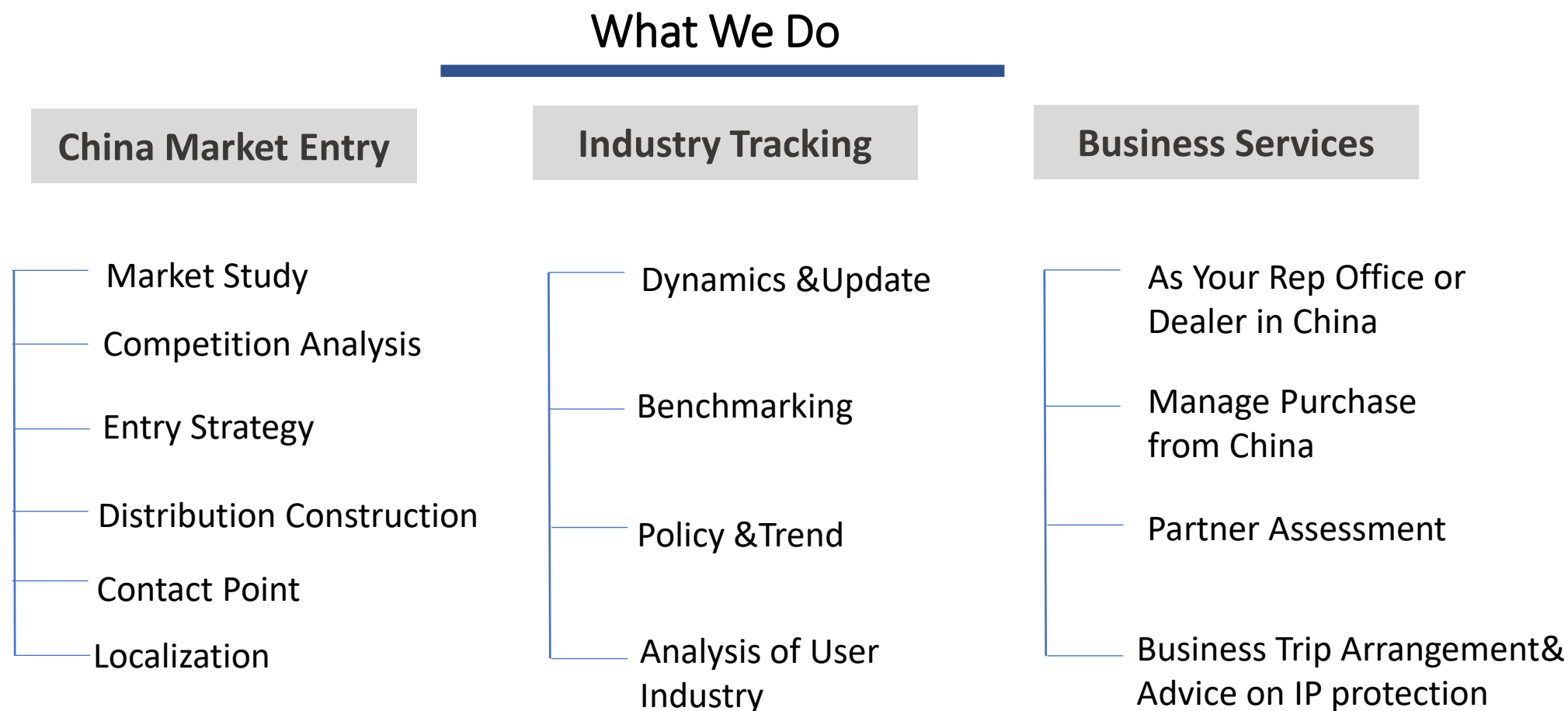
Viotech, a consulting firm founded by experienced consultants, provides consulting and China market entry services to international companies, particularly SMEs that wish to enter or scale up in China.

Our Background

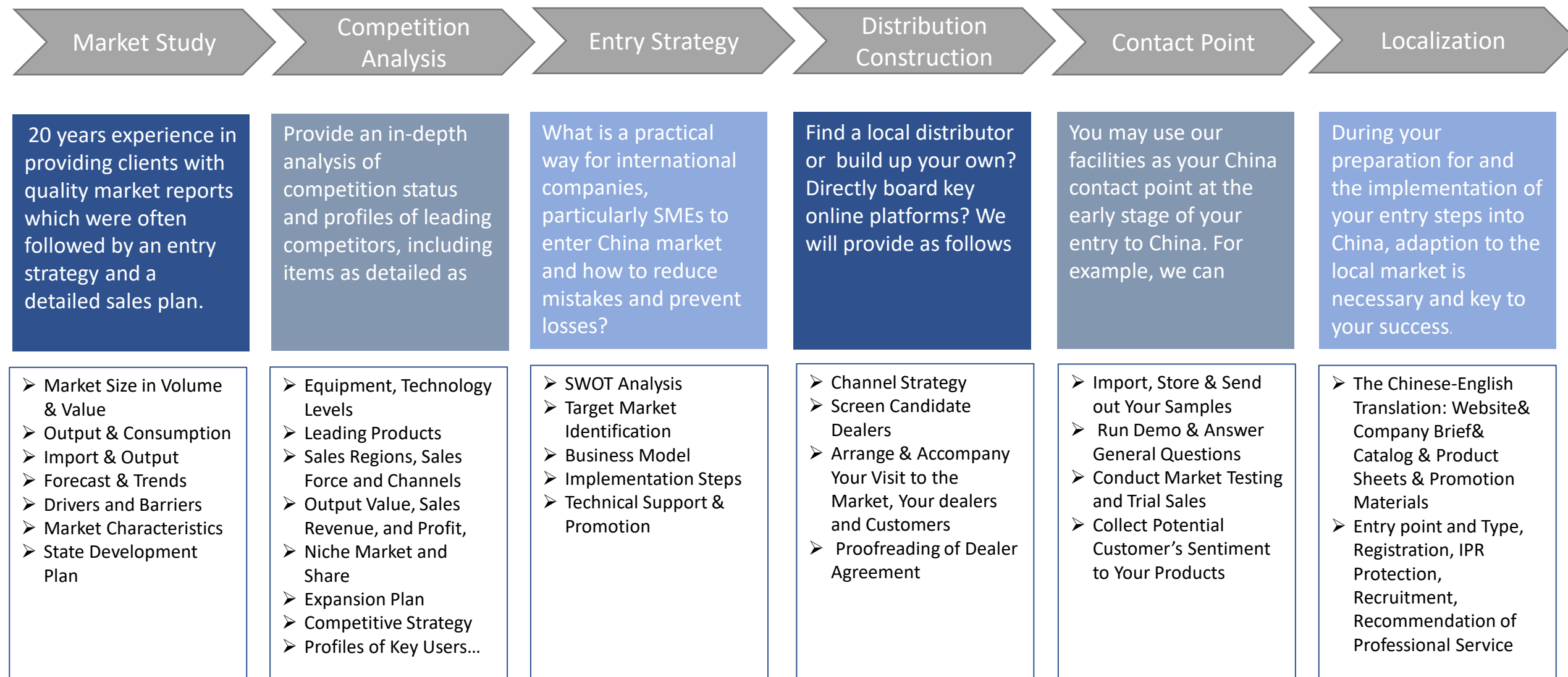
- ❑ We have team members from many backgrounds such as engineering, automation, nutrition, environmental protection, management, English, etc. Multiple backgrounds plus external consultants and experts empower us to reach more verticals.
- ❑ We have conducted many projects for overseas companies from US, UK, Germany, Netherlands, Japan, Singapore, Australia and many other countries to secure its presence in China.

What We Do

Viotech Consulting can be involved in every steps of international companies from pre-entry preparation to channel construction to exploration of new market.



What We Do → China Market Entry



What We Do Industry Tracking

Viotech keeps an intensive watch on an interested industry and delivers industry tracking of important aspects such as ongoing changes, unmet demands, emerging segments and future trend. Examples of industry we are constantly tracking are electronics, mechanical and sports industries.

Dynamics & Updates

Viotech conducts periodical interviews of top management, sales managers and other personnel in a particular industry to understand the changes, impact of external factors, fluctuations within the industry landscape and emerging opportunities for now and future. Currently we are observing hardware and software, electronics and sports industries.

Policy and Trend

We provide up-to-date China's policies and regulations on a particular industry or the sources for you to follow.

Trend, which comes from our interviews of key players within an industry and desk search, typically includes driving factors, barriers, changes in business models, current and emerging segments, potentials and top players.

Benchmarking

- Market Share and Coverage
- Product Quality
- Technology Levels
- Sales Performance
- Financial Strength
- Customer Satisfaction, etc.

Analysis of User Industry

- Consumption Breakdown
- Decision Makers & Criteria
- Purchase Frequency
- Payment Terms
- Importance Analysis
- Current Suppliers
- Requirements and Complaints
- Unsolved Problems
- Expansion Plan

What We Do — Business Services

As Your Rep Office or Dealer in China

Although China is an enormous and fast-growing market, there are still risks with your entry to the market. For a cost-effective and step-by-step approach to reduce the risk and test the market, Viotech has established an effective approach to help international companies enter China market.

Use Viotech as your China sales office before you set up your own. It is a cost-effective way to test your products in local market and provide valuable and reliable information for next step strategy.

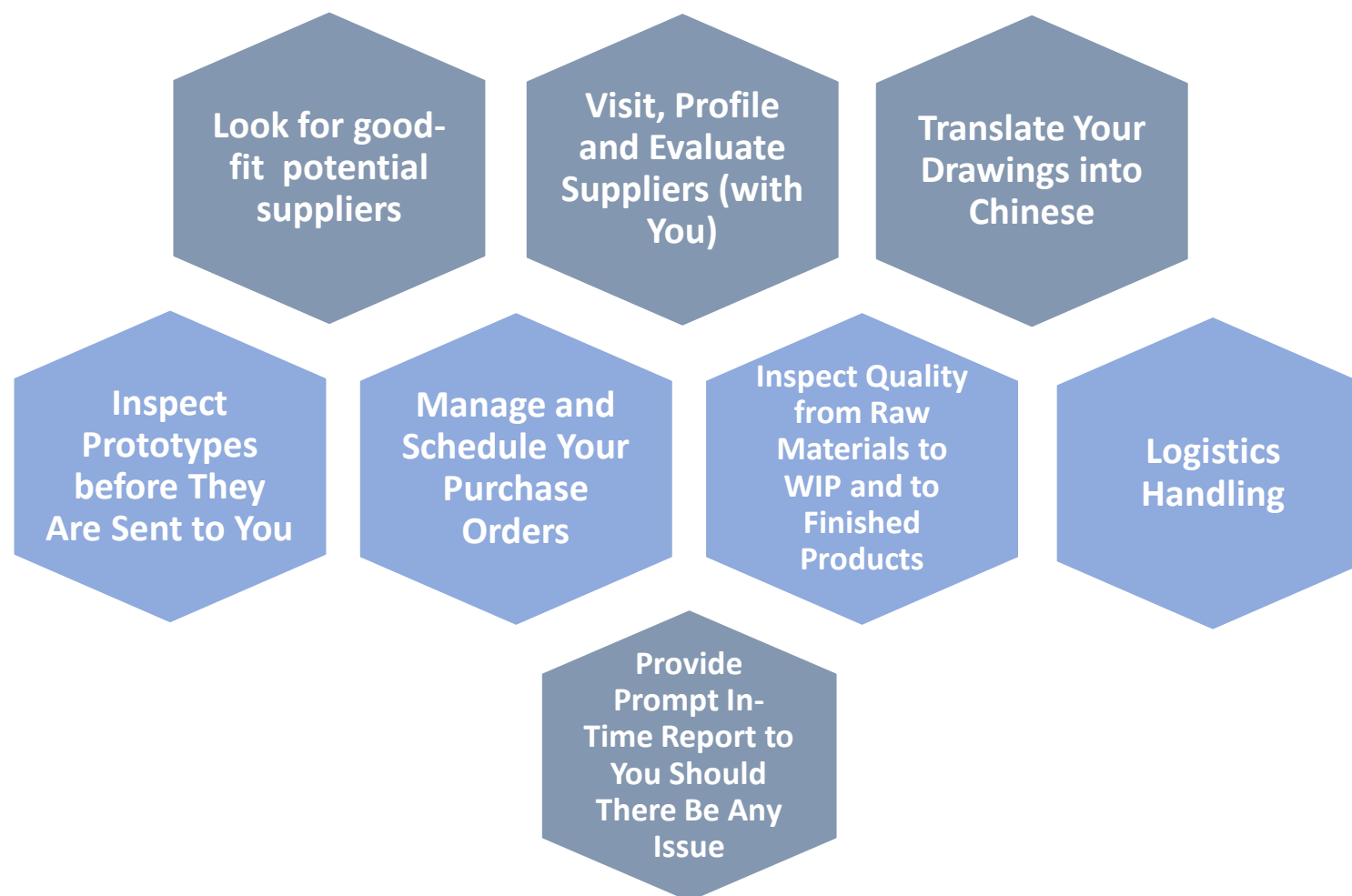
Viotech is currently the China dealer of an American sports brand so we have the capability to do this.

Your dedicated sales rep works only for you and stand on your side all the time. This is different from other sales rep who represent several companies including your competitor's products and work to only maximize their own benefits.

Run at high transparency. Potential customer list, sales process and competitor's move are frequently updated and sent to you. Status quo is always at your fingertips.

What We Do → Business Services

Manage Purchase from China



We have been doing this since 2004 and have developed an approved procedure in finding the right suppliers for international buyers.

What We Do  Business Services

Partner Assessment

In addition to your internal annual review of your partner, be them a dealer or supplier, you may also want to know how your partner's performance compares with his peers and if he is leading or lag behind the average and his growth potential. You may also have or verify following concerns about your local partner such as:



What is your supplier or dealer doing and does it bother you?

Is your dealer also selling other brands without acknowledging you?

Is your dealer selling his own products but wrap it under your brand?

Is your supplier the original manufacturer in order to achieve better quality control and quick response?

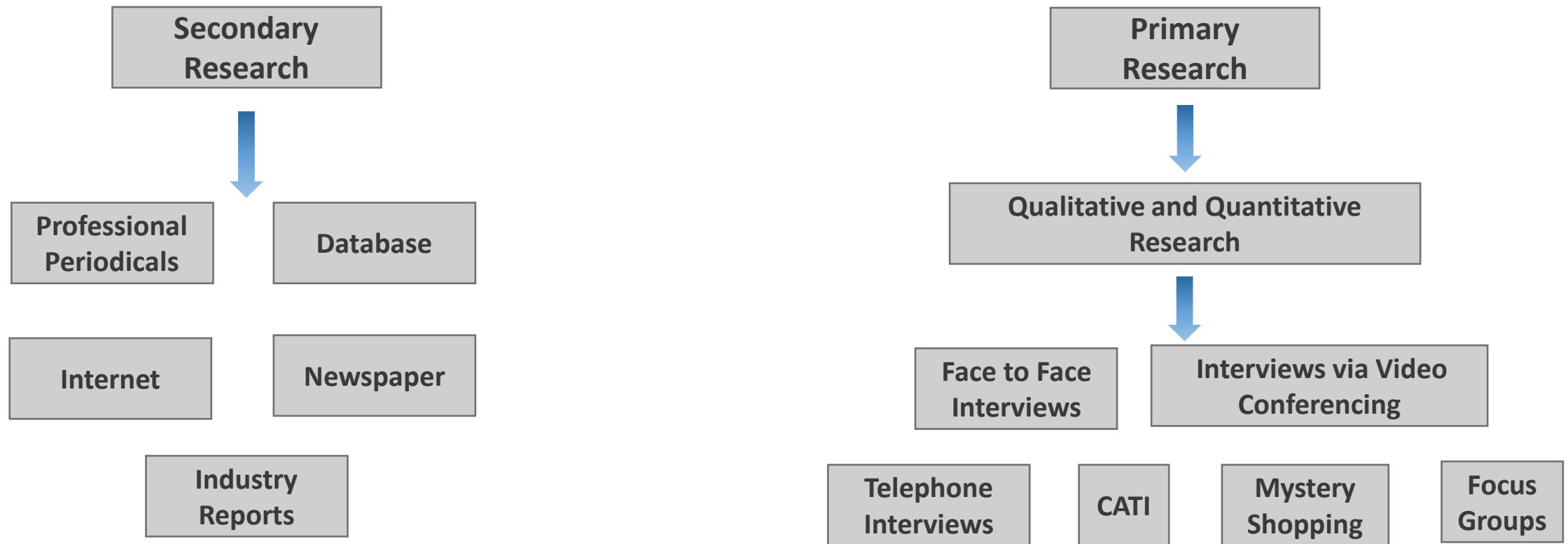
Does your supplier often give you last minute surprise that they cannot deliver on time?

Is your supplier also selling YOUR products in China without your consent?

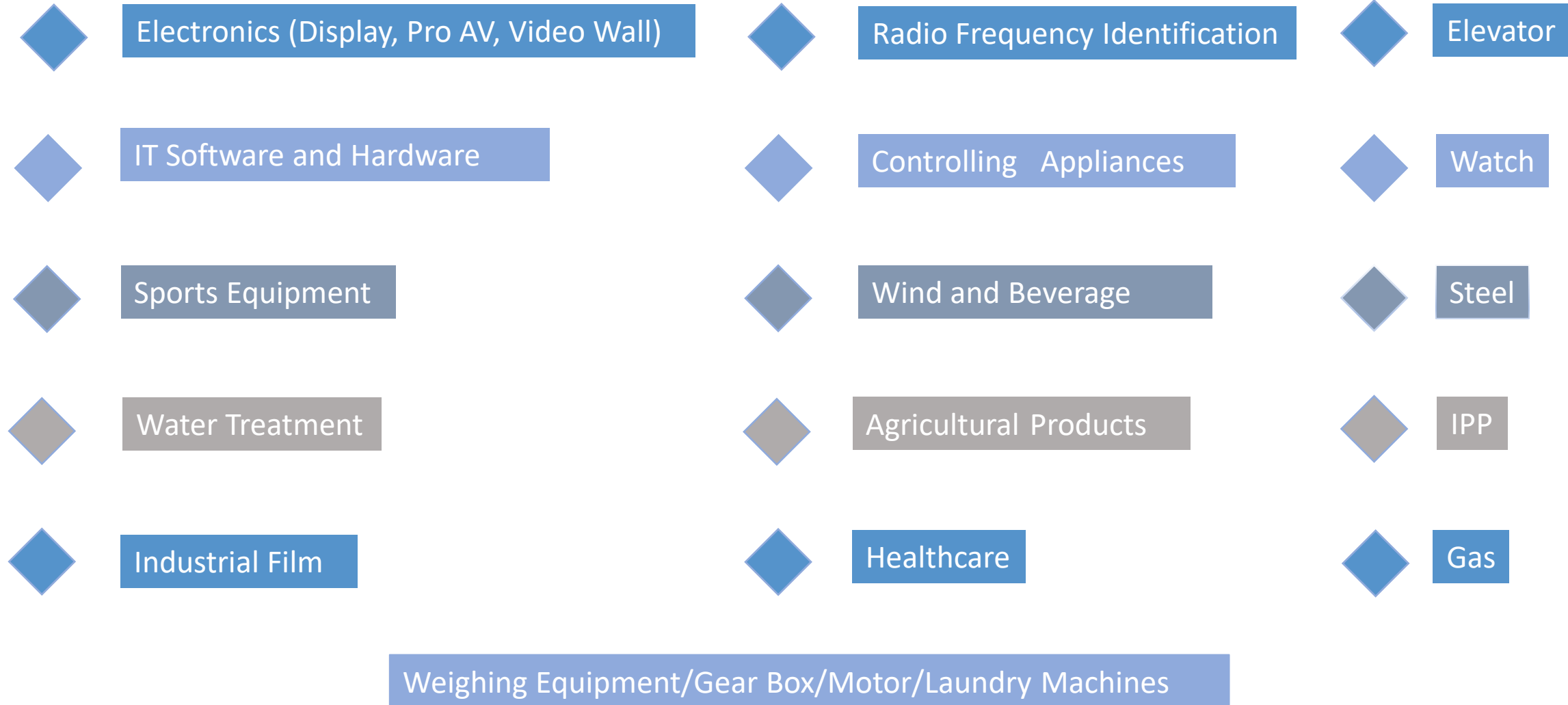


We can verify all these and other things to protect your IPR and benefits to ease your concerns. Finding out the truth will definitely help you take proper actions to make things correct.

Data Collection



Sectors We Cover





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