Doing business in China
What you need to know to be successful

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What is WeChat?
James Cameron Company launches 3D film venture in China - Hollywood Reporter

James Cameron to speak at US - China Climate Leaders Summit - Hollywood Reporter

Arnold Schwarzenegger, James Cameron new faces of Chinese Government anti-meat campaign - Global News

US and China struggle over film quotas, does not impact James Cameron, IMAX or 3D - Hollywood Reporter
Southern Sky Mountain renamed to Avatar Hallelujah Mountain!
Why China?

- China’s R&D spend - second only to the US and likely to overtake the US by 2025

- China’s research output - up from less than 5% of the world’s total to 20%
  - with an equal share in the 0.1% of top cited papers

- Funding uncertainty: Brexit + Trump + mayhem
  - EU, UK and North American scientists are finding a well-funded home in China
  - Chinese government launched “1000 Talent Program” to identify and recruit these leading scientists
Some good things to know

- Obsessed with IF and international rankings (and recently media mentions)
- Some resistance to sharing data (though this is changing)
- Great firewall and cultural norms
- Relationship is everything
- Why LinkedIn is successful in China and why Google is not
- How a software provider became a liquor distributor
In Theatres March 19

This Spring, Clear Your Mind

Jim CARREY  Kate WINSLET  Kirsten DUNST  Mark RUFFALO  Elijah WOOD  Tom WILKINSON

You can erase someone from your mind. Getting them out of your heart is another story.

Eternal Sunshine
of the spotless mind

www.ternalsunshinedthespotlessmind.com
OK, now let’s talk about the government
Chinese publication guidelines

Twenty-fifth any publication shall not contain the following contents:

1. Opposed to the basic principles set forth in the constitution
2. Endangering the unifications, sovereignty and territorial integrity of the state
3. Divulging state secrets, endangering State security or damaging the honour and interests of the state
4. Incitement to ethnic hatred, ethnic discrimination, destruction of national unity, or infringement of ethnic customs and habits
5. Promoting heresy and superstition
6. Disturbing social order and undermining social stability
7. Promoting obscenity, gambling, violence or abetting crimes
8. Insulting or slander others and infringing upon the lawful rights and interests of others
9. Endangering social morality or national excellent cultural traditions
10. Other contents prohibited by laws, administrative regulations and state regulations

Twenty-sixth publications targeted at minors shall not contain minors to imitate acts against social ethics and illegal criminal acts shall not contact content, terror and cruelty which impair the physical and mental health of minors content
Chinese publication guidelines

With Baidu translation:

Art 25: Any publication shall not contain the following contents:
1. Opposed to the basic principles set forth in the constitution
2. Endangering the unifications, sovereignty and territorial integrity of the state
3. Divulging state secrets, endangering State security or damaging the honour and interests of the state
4. Incitement to ethnic hatred, ethnic discrimination, destruction of national unity, or infringement of ethnic customs and habits
5. Promoting heresy and superstition
6. Disturbing social order and undermining social stability
7. Promoting obscenity, gambling, violence or abetting crimes
8. Insulting or slander others and infringing upon the lawful rights and interests of others
9. Endangering social morality or national excellent cultural traditions
10. Other contents prohibited by laws, administrative regulations and state regulations

Art 26: Publications targeted at minors shall not contain minors to imitate acts against social ethics and illegal criminal acts shall not contact content, terror and cruelty which impair the physical and mental health of minors content
“All publications imported into the Chinese market must accord with Chinese laws and regulations. The publications’ import management company is responsible for carrying out content checks on publications,” the State Council Information Office, the Chinese government’s information and propaganda arm.

--Reuters
If you go to China

- Take Chinese business cards, appropriate presents
- Prepare to pose for a lot of photos
- Speak at a measured pace and limit use of jargon
- Listen to what they need, share how are you aligned
- Don’t launch straight into a demo
- If you do a demo, make sure it works!
Less meat, less heat
Thank you