

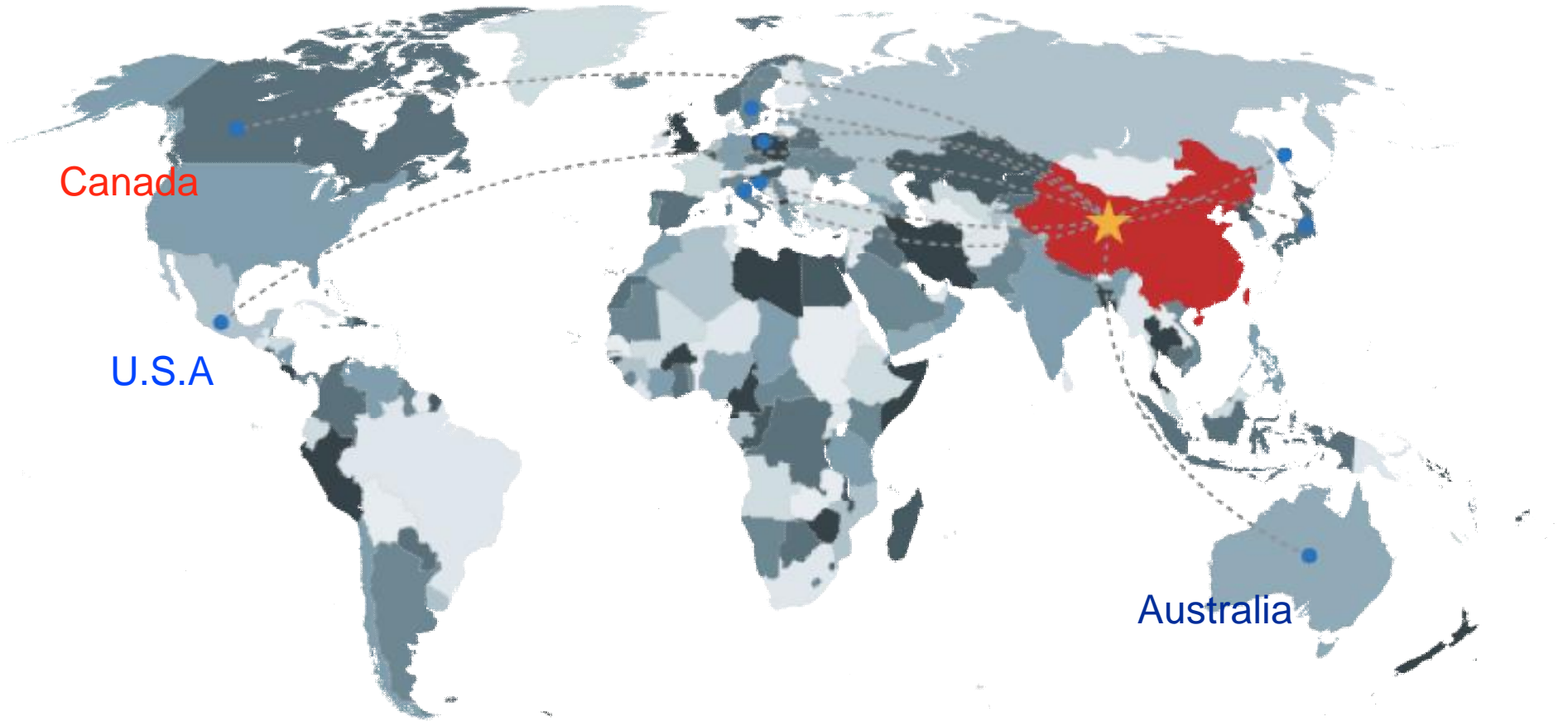
The
WHY & HOW To
of *Competitive*
Intelligence in CHINA

Today's Agenda

- **WHY CHINA?**
- **BUSINESS INTELLIGENCE!**



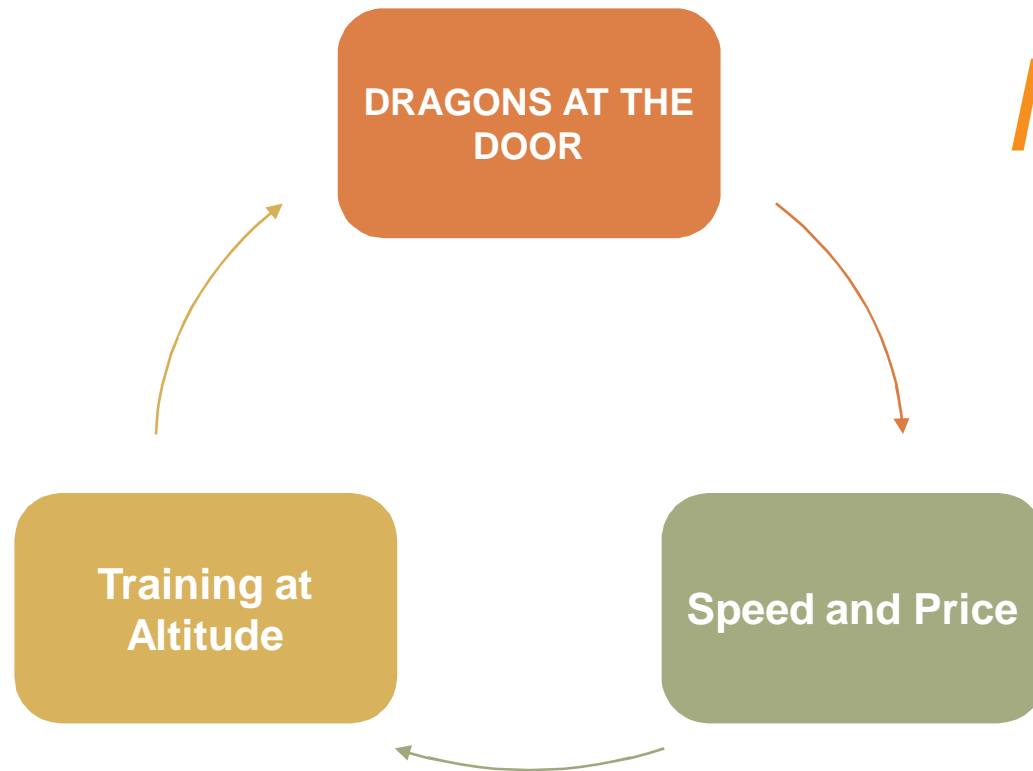
Italy | France | UK | Germany



PIANOS - The Domestic Market

VITAMIN C

*RAW
MATERIALS*



AND...
IT'S in the **DNA**

Global Customers

Globalised Western

Local Western

Local Chinese

Globalised Chinese

08 SALES TARGETS - SH

SCORING FROM THE BENCH

SUPER CI!



MARIO *ANDRETTI*
GRANULAR KNOWLEDGE

BORDER CHECKS!
DIY SURGERY





GETTING OVER THE **HURDLES**



Primary Source +
Secondary Source
= RELIABLE



CULTURAL MIX

A
BREATH
OF
FRESH
AIR



GET A
HEADSTART & Use *Best Practice*

GLOBAL
Best Practice & Tools Cut in **CHINA**





Your Local Partner for Strategic Planning in China

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