CHINA COMMUNICATION

SITUATIONAL ANALYSIS

SITUATIONAL ANALYSIS

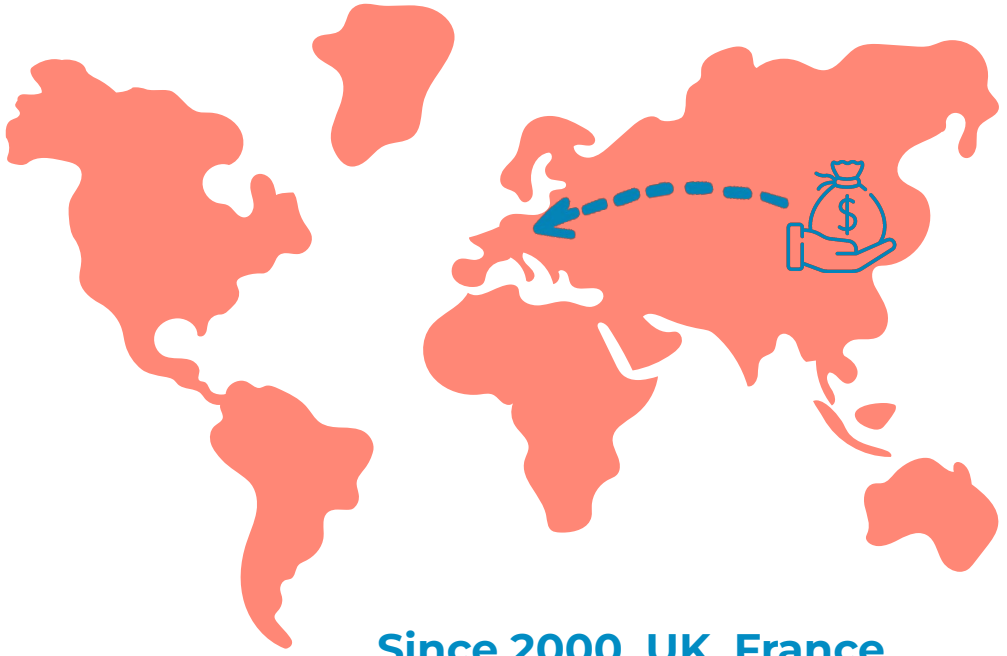
European scenario

In the last 20 years, **Chinese interest in Europe** has never stopped thank different projects: the "*Go Global Policy*", "*Indigenous Innovation Policy*", "*Made in China 2025*" and the "*One Belt and Road Initiative*", **Chinese FDI and OFDI** investments have always seen steady growth.

In **Italy alone,** there are 235 registered firms controlled by chinese investors, that give a contribution of 5,5 billion € to Italian GDP.

In **2021** China met its obligations as a member of the World Trade Organization **(WTO)** to respect intellectual property rights.

Chinese OFDI in Europe reach 17.3 billion €

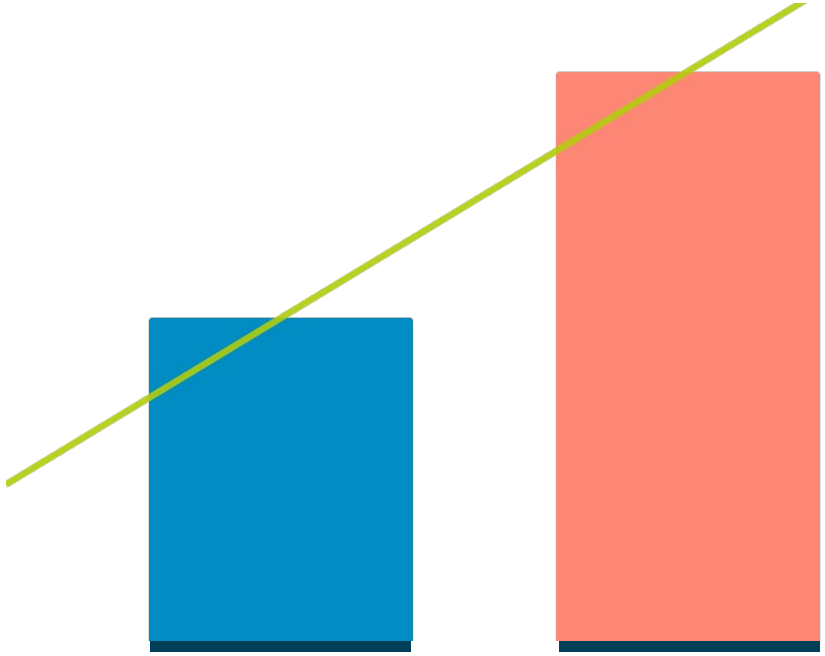


Since 2000, UK, France, Germany and Italy have received 70% of all Chinese FDI in the EU

European scenario: SMEs

Trade relations between Europe and China have improved and grown rapidly, the **data of Italy-China Foundation** show that the 80% of the companies interviewed see China as a potential market.

China today is a real opportunity for European brands, especially if you look at the **digital aspect.** In fact, according to what was reported by Xinhua agency, the main Chinese press, in recent years there has been a very strong implementation of **chinese cross-border e-commerce** platforms.



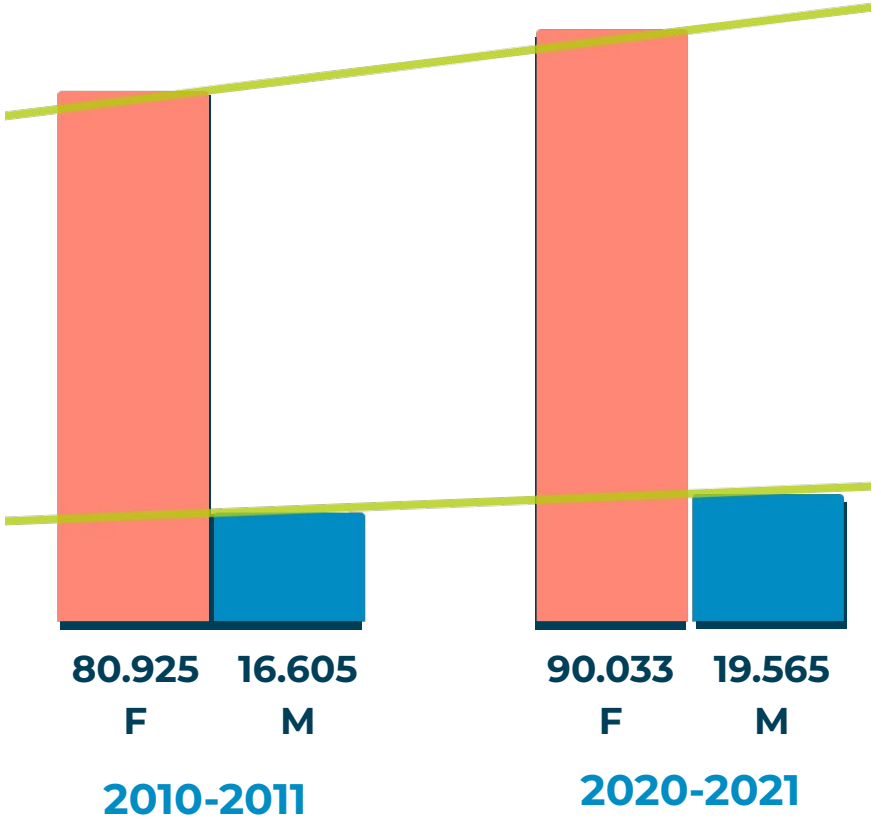
Source: Eurostat

SITUATIONAL ANALYSIS

European scenario: university students

Despite the educational offer is lower, China has **overtaken the US** as an extra-European study destination. Italian and European students are encouraged by expert and **data that reports:** one year after graduation, **78%** of them find a job with a higher than average salary. In fact in the last decade the number of **foreign students in China** has increased by 10%.

University **Sinologist students** who understand Chinese language and culture but who do not have a professional technical background.



Students enrolled in the language faculty at the Italian university

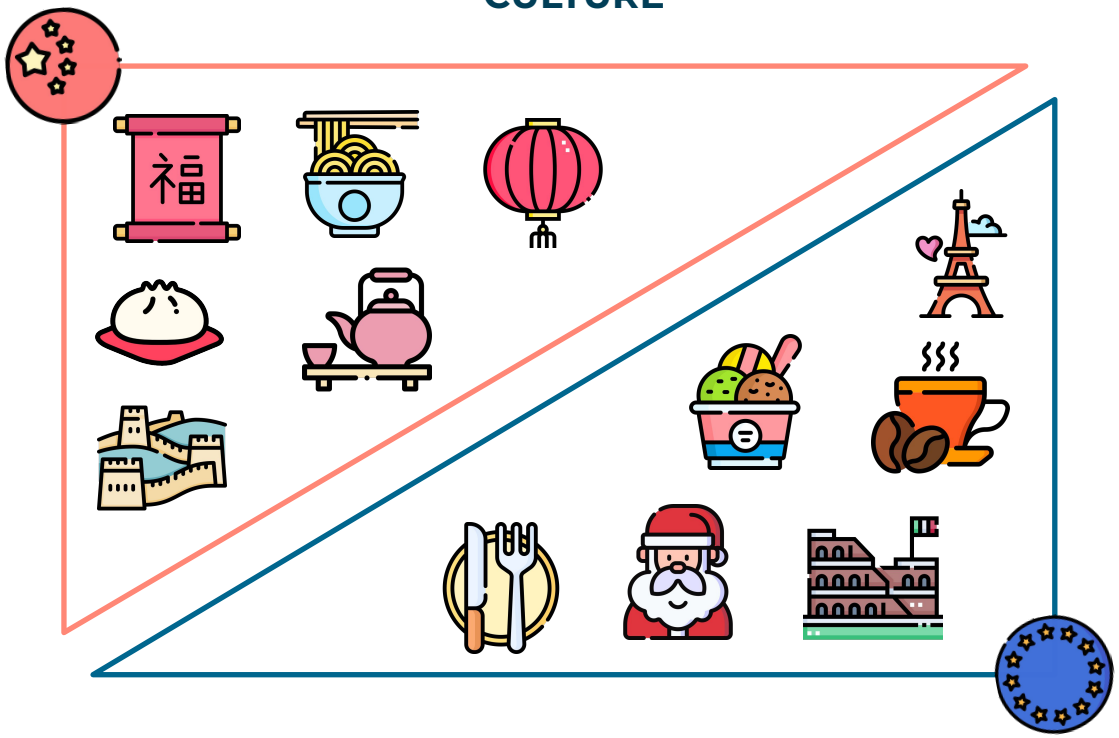
Source: MIUR

WHAT'S THE PROBLEM?

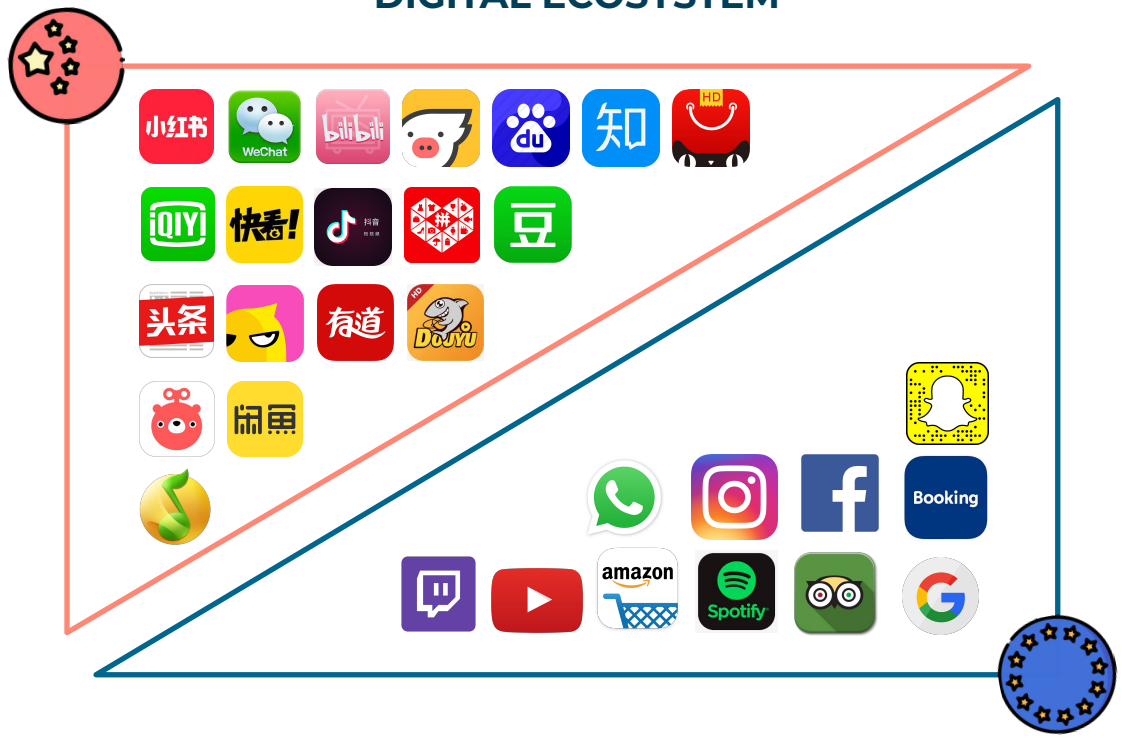
WHAT'S THE PROBLEM?

China and Europe live with different traditions and digital ecosystems

CULTURE



DIGITAL ECOSYSTEM



WHAT'S THE PROBLEM?

Value Proposition

Be Smart Be Effective in China Communication

Find, build and manage the professionalism to do business in the Chinese market, both as a professional and as a company.

Reference: how to create an effective vp

OUR TARGET CUSTOMER: B2B & B2C

OUR TARGET CUSTOMER

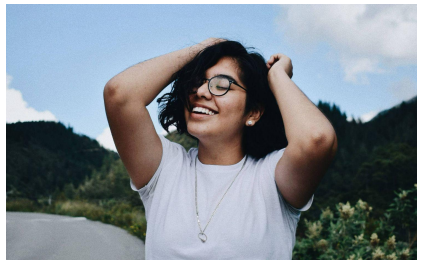
Who’s our target customer?

Have an alternative to marketing agencies;
A solution of China advice or occasional advice;
Find reliable professional personnel with ready-to-use skills;
A place where they can receive continuous training and always be updated on the Chinese market.

Obtain professional skills related to the Chinese market;
Have the opportunity to have concrete work experiences;
A point of contact that bridges the university world with the professional world for China;
Advice on their future: training or career path.

OUR TARGET CUSTOMER

B2C - Studenti



CHIARA

Age: 22 years old
Sex: female
Live place: Milano
Income: medium-low
Profession: Undergraduate

VALUES

Career

Personal training

Free Time

Let me introduce Chiara

She is about to discuss his three-year degree thesis in linguistic mediation at the State University of Milan. At this moment, however, she feels a bit confused about her future, she has had an experience in China thanks to the Confucius Institute but she does not know how to continue in the world of work.

She lived in the Porta Genova area, in a house shared with other students. You are particularly sensitive to issues related to environmental sustainability and cultural integration. She is very studious but she likes to have fun.

Living in a period of great change, she wants to make choices that will help her to cultivate more and more of her personal training and skills for her future career.

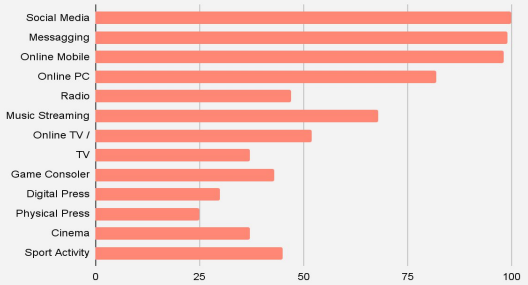
PAINS

- She has no point of reference to turn to, because the University is not very present in the job market;
- She is considering a corporate career;
- She has a limited spending budget because she doesn't want to burden her parents too much;
- She does not see solutions that give her satisfactory job skills.

GAINS

- Feeling an active part of the universe that includes it with initiatives linked to China;
- Finding a concrete training solution;
- See her professionalism linked to China grow;
- Understanding which her space is in the world;
- Not having to make too many sacrifices.

Digital & media habits



TOP SOCIAL

TOP MESSAGING

- Propensity to habitually consume the content of the brands
- Propensity to click ADV banners and participate in contests
- Strong propensity to follow influencers (micro, macro and celebrities)
- Propensity to view branded video content
- The main search channels are search engines (eg Google), blogs and forums, training institutions, social profiles and brand websites

OUR TARGET CUSTOMER

Our B2C target in a nutshell

PAINS

What are our user's frustrations? What problems does he face on a daily basis?

1. Doesn’t feel so confident in his/her Chinese language skills applied to work;
2. He/She know the Chinese culture but doesn’t know how to applied to work;
3. He/She doesn’t know the Chinese job market
4. He/She is quite confused about his/future and career opportunity;
5. He/She is not able to get in contact with companies that offer job placement or opportunity connected to China;
6. He/She doesn’t have real professional or practical skills and work experience with this skill;
7. How to prepare and present his/her self for a job interview and CV.

GAINS

What would make our user happy? What would free him from his frustrations?

1. Improve his/her chinese skills applied to work by a course or an experience in China;
2. Underast how to apply Chinese culture knowledge in a work context;
3. Identify and understand the career opportunity with the Chinese;
4. Understand where he/she can develop his/her skills to apply a specific job opportunity;
5. Have a bridge between the Degree to the job opportunity and companies;
6. Build up work skills and professional experience;
7. Coach section to learn how to win in a job interview and how prepare a CV.

OUR TARGET CUSTOMER

B2B: Small Medium Enterprises

Sparkling Canva

Sparkling Canva

foundation date: 27 anni
Employees: man & female
EBITDA: 1 mln €
Headquarter: Bologna

GOALS

Expand the market

Willingness to invest

Delegate to outsiders

Let me introduce Sparkling Canva

The Sparkling Canva is a SME that the family Casadei found and steel lead it, actually the company has an average annual turnover of one million euros.
It produces high quality perfumes and essences paying attention to raw materials that are only of natural origin.
It sells products related to its own brands but also produces on behalf of third parties for other brands.

Its main market is Italy in the field of B2B is Italy, while Europe represents for her the market where she sells her branded products, but Chinese companies interested in their products are getting closer and closer to her company.

Given this interest and the great activity of the Chinese market in the beauty field, it is interested in making an investment to open his market beyond the wall.
But at present, between its sales and marketing department, it has only one employee with Chinese language skills who has managed to build some ties interested only in manufacturing for third parties.

PAINS

- Can't handle Chinese sellers;
- It doesn't know how to position itself in the Chinese digital ecosystem;
- It does not have a network of contacts for distribution and storage and the Chinese system law;
- ??????

GAINS

- Feeling an active part of the universe that includes it with initiatives linked to China;
- Having a solution that allows him to open up to the Chinese market in an autonomous and conscious way;
- Get the desired results in the Chinese market;
- Maintain the tradition of the company without delegating externally;
- ?????????

OUR TARGET CUSTOMER

B2B: Export manager

FABIO

Età: 29 anni
Sesso: male
Residenza: Bologna
Reddito: medium
Professione: Junior export manager

VALUES

Career

Personal Training

Private Life

Let me introduce Fabio

Graduated from the Master's Degree in Languages and Cultures for Communication and International Cooperation at the State University of Milan, after his study experience in China he found a job as an internship at Sparkling Canva which then turned into a permanent position as a junior export manager.

He lived in the Zaragoza neighborhood of Bologna, but she recently moved because he was living with her parents first. It is particularly important for him to be able to use the Chinese language in her work, he thinks the company should adopt a specific strategy for the Chinese market.

Living in a period of strong changes, he is very inclined and willing to invest and believe in the company if it is willing to give the same. This is why he is ready to invest in his training.

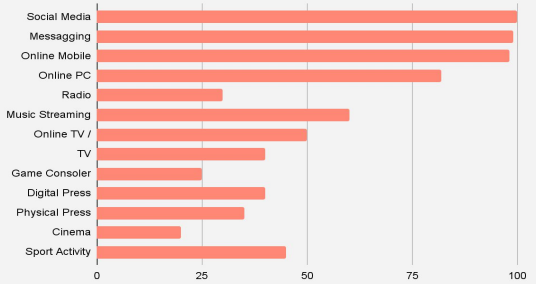
PAINS

- He would like to pursue a career in the company;
- He know chinese but he isn't able to open the market;
- He doesn't know how to use Chinese platforms
- ????????

GAINS

- Feeling like a complete professional
- Effectively manage the company's Chinese contacts
- Being able to manage Chinese company social profiles
- Manage ecommerce sales
- Improve his professional position

Digital & media habits



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OUR TARGET CUSTOMER

Our B2B target in a nutshell

PAINS

What are our user's frustrations? What problems does he face on a daily basis?

1. The adversities are different because the Chinese social, economic, cultural and digital ecosystem are completely different from the Western one and follow distant rules and dynamics of the European SMEs;

1. Unreliable mainland Chinese technicians, with whom it is difficult to relate;

1. SMEs that are unable to access traditional channels that are too expensive, but which have enormous potential;

1. SMEs who wish to have only small external consultants and as usual to carry out all the work in houses.

GAINS

What would make our user happy? What would free him from his frustrations?

1. SMEs have a reference that allows them to stay up to date on the situation of the Chinese market and consumption and all the other differences between Europe and China;

1. SMEs no longer need to interface with Chinese technicians;

1. They can do business with China without having to rely on traditional means alone.

1. They can trade directly with the Chinese public by managing marketing and sales internally, and being able to delegate only small services and consultancy externally as is in the spirit of Italian SMEs.

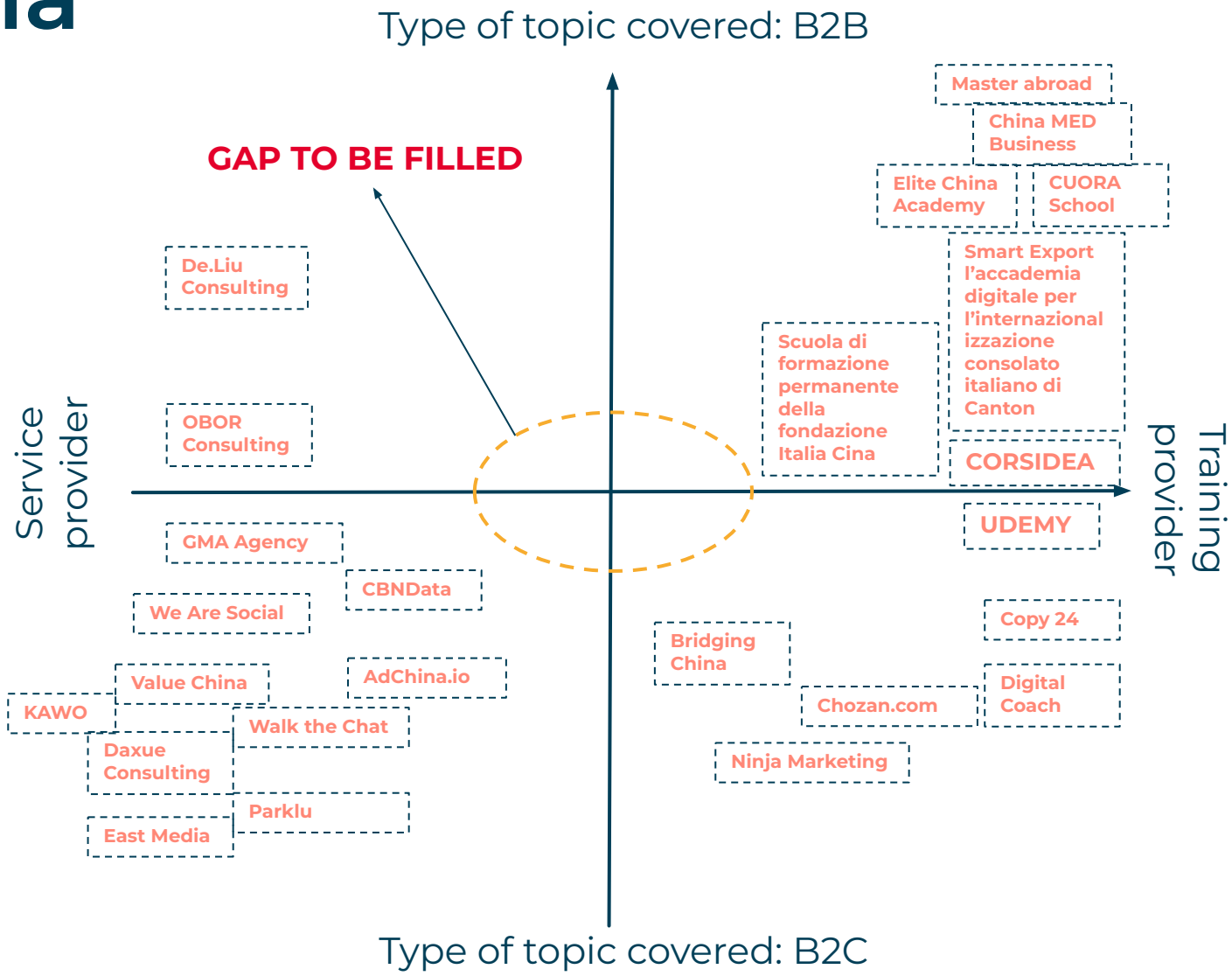
MARKET ANALYSIS

MARKET ANALYSIS

Competitive arena

The current market has **two parallel and opposite sides that never interact** with each other. On the one hand, training, which is generic and not related to digital skills. On the other hand, there are agencies and companies that provide business consultancy services to export to the Chinese market, which present **two critical issues:** a very high budget required from companies does not offer specific training to give Italian SMEs interested in the Chinese market the possibility of autonomy.

There is a huge gap between these two parties, who often have great difficulty in finding competent and trained personnel to meet both the needs as consultants and SMEs to find profiles to be included in their teams.



MARKET ANALYSIS

SWOT Analysis

ANALISI INTERNA

STRENGHTS	WEAKNESSES
Entrepreneurial experience Teaching Skills Tools and Methods Global Connections Deep Market knowledge	Little business experience Poor understanding of customs Lack of tools
OPPORTUNITIES	**THREATS**
China Specialist Business Consulting Formation	Unsuccessful Business Misplacement of candidates Waste of time Loss of opportunity

ANALISI ESTERNA

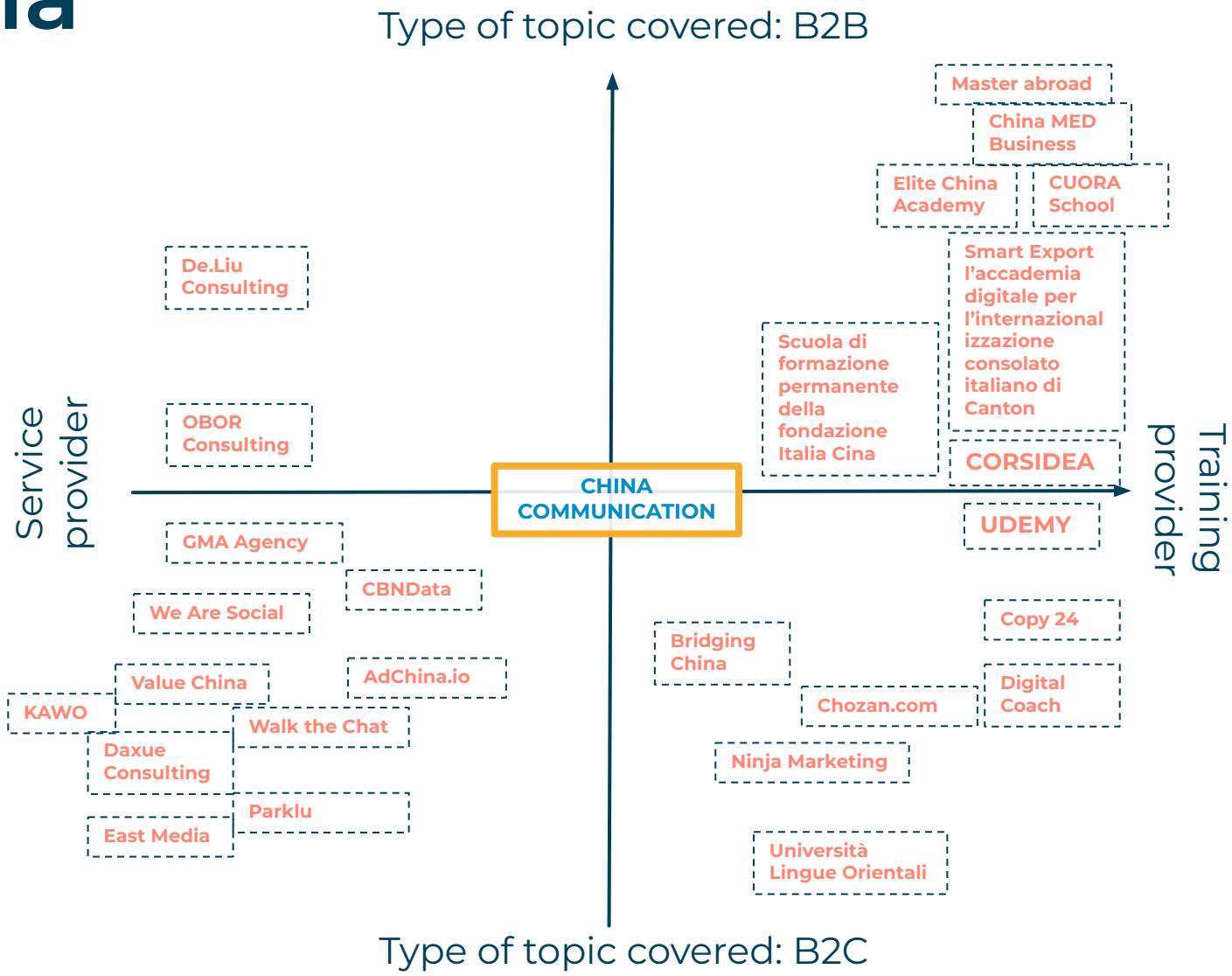
MARKET ANALYSIS

Competitive arena

China Communication is positioned precisely in this void.

Become a **bridge between companies and university students.**

Thanks to this structure and position it is possible: to share trained and professional staff to marketing agencies, to companies that want to expand in China. At the same time, it allows university students with a degree and Chinese language skills to define their own future career path.



BUSINESS MODEL

BUSINESS MODEL

Our vision and mission

VISION

The Chinese market within the reach of large companies and all small and medium-sized enterprises by train the chinese digital business managers of the future.

MISSION

Place a China social media manager and a China e-commerce specialist in every European company.

IMPACT

Building a bridge between the world of university education and the world of work.
From here the bridge is a road that allows trained and prepared personnel to reach companies that want to work with China.

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BUSINESS MODEL

Value interface

CUSTOMER RELATIONSHIP

An informal and direct relationship that you can have with an older friend.

Educational, professional but at the same time light and fun.

Formal and professional relationship.

Based on trust and skills.

CHANNELS

Instagram
WhatsApp
Email
Linkedin
Zoom/Meet

Secondary channels:
Tik-Tok
YouTube
Facebook
Messanger

Linkedin
WhatsApp
Email
Zoom/Meet
Telefono/cellulare

Secondary channels:
YouTube
Instagram
Facebook
Messanger

BUSINESS MODEL

Value infrastructure

KEY ACTIVITIES	KEY RESOURCES	KEY PARTNERS
Training Disclosure Publication Search for insight Market and social research Business Digitalization for China Digital China Certification for chinese platform Consulting	Teachers Internet connection Online training platform Digital devices Marketing officer Commercial Social Media	Marketing agencies Trade associations Confindustria Sector magazines Confucius institutes University Cultural associations

BUSINESS MODEL

Value formula

COST STRUCTURE

Digital devices
Collaborators
Employee
Digital Software
Advertising
Business Trips
Locations costs
Internet connection

REVENUE STREAM

Training courses
Subscription
Student counseling
Business consultancy
Market research
Master in collaboration with the university
Disclosure events
Official Certification Program
Publications
Gadget
Business Export Services

THE TEAM

THE TEAM

A multidisciplinary team

Lucia Gentili

Founder & CEO

China Nerd, sinologist and expert in digital marketing

Alberto Antinucci

KAM

Businessman, consultant and entrepreneur

Giulia Malano

CSO

Sinologist, Chinese teacher and translator

Fabrizio Castellani

CTO

IT technician

«Nothing in this world is difficult, but reflecting makes it seem that way. Where there is true willpower, there is always a way.»

Monkey King - 孫悟空 Songokū
«Journey to the West» di 吴承恩 Wú Chéng'ēn

«Even a journey of a thousand miles begins with a single step.»

老子 Lǎozi – Chinese Philosopher

China Communication

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