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Updated Introduction of KateChanResearch (2023 Version)



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1 Introduction

KateChanResearch is a small, efficient, creative research firm in China, recognized by multinational companies and organizations worldwide, successfully completed 119 projects for 87 multinational companies from 26 countries.

Personalized brand – KateChanResearch is symbolized with a mixture of the western and eastern cultures, philosophies, mindsets, mentalities as well as cross-cultural and interdisciplinary methodologies. KateChanResearch is delighted to provide clients with:

- 1) market entry study and partner search,
- 2) foremost data visualization tools (.NET and .JS web charts), as well as
- 3) human-centric e-commerce where offers our first book – *Decoding Tao Te Ching*.

1.1 Founder’s Note

KateChanResearch provides market research as well as representation services for international and local companies throughout their market entry and growth stages in China.

Our clients come from 26 countries and operate in a wide range of industries. We help them to market entry, partner search, value creation, business development, shorten time-to-market, as well as investment assistance.



CERTIFIED EXPERT
SWITZERLAND
GLOBAL ENTERPRISE

Since 2011, KateChanResearch has been continuously recognized as a "Certified Expert" by both the Embassy of Switzerland in Beijing and the Swiss Consulate General in

Shanghai.

Gratefully, we are looking forward to the opportunity to assist you and your organization in satisfying your business needs in order to help you reach your goals in China.

For detailed information, please view at: www.KateChanResearch.com.cn.

2 Contact Information

The objective of this brief company introduction is to provide you with a basic idea about the Company. For a more detailed introduction, we would like to suggest a meeting to provide you with a better understanding about the USPs and successful cases of our Company.

Yours sincerely,

Kate CHAN

"From Kind Knowledge to Change!"

Contact@KateChanResearch.com

www.KateChanResearch.com

3 Testimonials

Enclosed below are some selected testimonials from our clients, please refer to it.

3.1 Consulate General of Switzerland, Shanghai

Consulate General of Switzerland



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

I had the pleasure of working with KateChanResearch on a project for market research and an ensuing partner search for an infant-bottle producer. As I have worked with many consulting firms for similar causes, I must truly say working with KateChanResearch was one of the most enjoyable experiences. The results delivered were beyond expectations and there was a great deal of interaction with Kate and her team. Kate always reacted very quickly to sudden new requests. I was constantly updated on the progress of the project, deadlines were always held, and the information provided was precise and actually more than originally demanded. I can sincerely recommend KateChanResearch for any company looking to enter the Chinese market, I myself will not hesitate to work with Kate again.

Mr. Kilian Widmer
Consulate General of Switzerland
Swiss Business Hub China Deputy Head

3.2 US Consulate General, Shanghai

US Consulate General Shanghai



CONSULATE GENERAL OF THE UNITED STATES
SHANGHAI • CHINA

KateChanResearch did a very good job updating information from an old report and sharing some new perspectives on rapidly growing China market.

Mr. Keith Schneller
Director of Agricultural Trade Office
U.S. Consulate General Shanghai

3.3 Australian Trade Commission, Australian Embassy, Beijing

Australian Trade Commission, Australian Embassy, Beijing



Dear Kate

I would like to thank you for your contribution to a successful "Australian Week in China". Your participation in our Social Media and Consumer Trends Seminar was invaluable and appreciated by Austrade, me personally and our delegates.

The seminar has received very positive feedback, due in no small part to your successful role in the discussion panel. I hope you too found the experience of being involved in the inaugural "Australia Week in China" activities both enjoyable and valuable.

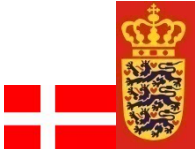
Overall, we had over 700 Australian delegates attend 102 events across China, and around 2,400 Chinese guests also participate. I am sure this will be a landmark in terms of business contracts between Australia and China, and you can rightly say you have very much been part of it.

Thanks for your support and I look forward to future opportunities to collaborate with you.

Sincerely,
Susan Corbisiero
Trade Commissioner
Australian Trade Commission,
Australian Embassy, Beijing

3.4 The Embassy of Denmark, Beijing

The Embassy of Denmark, Beijing



In 2006 and 2007, Kate Chan (Chen Xiang) was my colleague at the Embassy of Denmark, Beijing. Employed as a 'commercial officer', Kate joined a number of projects across a wide array of industries.



Kate's main focus was market surveys and she had numerous satisfied clients. Among others that included a heavy machinery company selling equipment to the mining industry, a company selling software to soccer associations, a project on cosmetic products, a brake manufacturer and a report on offshore fish farming for a fishing company.

Kate also successfully completed market surveys on behalf of various associations, including a graphic industry association.

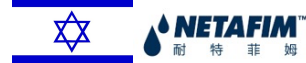
It was clear to both her clients and colleagues, that Kate was both professional and very diligent when conducting the surveys. It required stamina, skills and creativity to carry out the surveys in the way, Kate did.

I thus give Kate my warmest recommendation.

Sincerely,
Thomas Højlund Christensen
Consul-General

3.5 Netafim, Israel

Netafim China



Kate and her team have carried out three important market studies for Netafim in China. We are always impressed with the diligence and quality of the studies which help us to shape some of our business strategies and plans for our China business. Kate's team are diligent, professional and resourceful to use a variety of data sources from internet research to personal interview to provide as clear a picture as possible to allow us to make better informed business decisions. Kate, is fully committed to ensure the quality and thoroughness of the study results personally, despite her busy schedule. We are very likely to continue to work with Kate and her team to do further studies and projects to help us find and develop new opportunities in the vast China market. By working together in a flexible manner with joint interactions we have been able to improve the study results as we find out more during projects. This flexibility is highly valued as we explore new markets.

Mr. Stephan Titze
Head of Asia Pacific
Netafim China

3.6 Groupe Limagrain, France

Groupe Limagrain



KateChanResearch has demonstrated very strong skills as a consultant firm for Groupe Limagrain. They are very result oriented, always show extreme attention to their customer and use their deep international marketing knowledge to solve complex situations and built partnerships. I am impressed with their entrepreneurial management, their interpersonal skills at high level, and their high capacity for delivering. KateChanResearch is also very open to new ideas, which they quickly transform into business opportunities.



Dr. Alain Bonjean
General Representative & Managing Director
Groupe Limagrain's Greater China

3.7 FLSmidth, Denmark

FLSmidth



Earlier this year we were approached by KateChanResearch, offering an introduction of their possible assistance and service to our company. As we actually had a project on hand that would need some external assistance – we engaged KateChanResearch for this project.

This turned out to be a very good decision. Despite any pre-knowledge to the product we wanted a market survey for and despite very little pre-knowledge to the related industry, then KateChanResearch were very quickly into the task, keeping promised dead-lines and delivering a final survey that will be very useful for us in our future business strategy for this particular product.

By engaging KateChanResearch we got full value for the money and I would not hesitate to recommend the service of KateChanResearch to anyone.

Palle Steenbol
CEO FLSmidth China (Retired in 2011)

3.8 PNZ-Produkte GmbH, Germany

PNZ-Produkte GmbH



We had the pleasure to cooperate with KateChanResearch for a market research according to the use of natural based oil in the solid wood flooring and furniture industry in China. KateChanResearch showed high skills in obtaining the right information for us optimised on our special request. The reaction time was short and the result was a detailed documentation of the market, based on figures as well as on estimation of the market player. We have been constantly informed of the progress of the project. We can recommend the cooperation with KateChanResearch and would not hesitate to ask for their help again.

Dr. Heiko Koch
Geschäftsführer
PNZ-Produkte GmbH

3.9 LaFrance, United States

LaFrance






Our company had a presence in China through a JV arrangement for 5 years. So when we wanted to find a site for a new WFOE, we had enough experience to know that we needed a qualified consultant to guide us through the process. After interviewing numerous consultant services, we selected Ms. Kate Chan. Through the knowledge and efforts of Ms. Chan we were able to find a site for our new factory that met our goals for location, cost, and available services, all in the time frame budgeted. Ms. Chan proved to be very experienced with the market. We didn't waste a lot of time chasing down bad leads, and when it came down to negotiating the contract, she held firm until our target cost was achieved.

If you are new to the world of business in China, or even a veteran player, you can't go wrong using a consultant. However, like many other aspects of business in China, it is important to choose the right consultant. That is why we can recommend Ms. Kate Chan and her enterprise.

Robert Cinquina
LaFrance Corp
Concordville, PA, USA
Asia-Pacific Operations Manager

3.10 Global Financial Resources, United States

Global Financial Resources



Kate Chan has been a business associate of mine for many years and I have found her to be conscientious, professional, objective and thorough in whatever tasks or job demanded of her. Honesty is most evident in her character even when the truth may be detrimental to her personally. This is particularly evident in her approach to research where truth and her client's hoped for results may not be compatible! She is very straight forward in her personal relationships as well as her professional ones. Hard work, persistence and thoroughness are other qualities which I have always found refreshing. Kate Chan is also multi-cultural and multi-lingual which is a characteristic that is hard to find in today's business world especially when it allows her to properly understand and assess real client needs in a manner that leads to long lasting and accurate results. I would personally recommend Kate Chan for any assignment or position she is considered for.

Thomas (Tom) R. O'Malley
President, Global Financial
& Management Resources LLC
Pasadena, Ca, USA,

3.11 Riemann & Co., Denmark

Riemann & Co.



In 2006 Kate Chan provided Riemann & Co. a/s with an Introductory Market Report to be used in evaluating the market potential of our antiperspirant product in China. The report was very comprehensive as it gave both a description of consumer behavior, competition, regulatory requirements and retail environment."

Irene Stærk Jørgensen
Sales Director
Riemann & Co. a/s

3.12 Guavataalk, United States & South Korea

Guavataalk




Kate is a great person to help you start or grow your business. She has a solid business understanding that is enhanced by her ability to connect your business with the marketplace in China. She played a key role in helping us establish our business in China. She helped us navigate the myriad of bureaus, regulations, relationships, and chops, all the while keeping us updated on the progress. She was not only very professional, but also friendly and patient in explaining the process. She's a great asset to have if you're struggling with getting started or expanding your business in China

Steve Hwang
President

3.13 GV21 China, Spain

GV21 China



Kate did a terrific job in assisting me and my publishing company –LID Editorial- in the organization of the trip that a delegation of the Chinese women entrepreneur included in my book, did in connection with the launching of my book "Emprendedoras Chinas" (2009, LID Editorial www.lideditorial.com). From May to August, Kate helped by keeping herself in direct contact with the Executive Vice-president and Secretary General of the China Association of Women Entrepreneur (CAWE) and allowing, as such a kind of a relationship which would have been impossible to be kept by me in the distance and with the time difference.

Julia Pérez-Cerezo
Europe & Latin America Partner
GV21 CHINA

(End of Introduction)

