

Furniture Platinum Key Service

U.S. Commercial Service in Shanghai

Benefits to You:

Your personal U.S. Government advocate to walk you through the trade process Trade Analysis and Consulting with a Commercial Specialist in the Furniture Industry Access to specialists in Shanghai, Beijing, Guangzhou, Shenyang and Chengdu Search for distributors in 9 Chinese cities with high growth prospects Translation and local printing of marketing material in Chinese Advertisement in Chinese furniture publications Improve your search engine optimization Research and due diligence of potential distributors and agents in each of the 9 cities Management of the RFQ process for trademark agents Counseling to finalize your Distribution Agreements

Timeline of Your Market Entry:

Validate and	Start	Translate	Research	Visit	Finalize Distribution Agreements
Join Platinum	Trademark	Marketing	Distributors	Distributors	
Key Service	Registration	Material	and Agents	and Agents	
September	October	October - November	November – January	January – July	August – September

Participation Fee:

US\$3,800 to \$4,100 annually

(actual cost depends on total number of companies participating)

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