

# BRAND BUILDING IN CHINA

Johannes Pauen presents a field report at the 8th Foreign Trade Conference for the Chinese Design Market

China has realised that design as a strategic field of expertise can increase its added value. Chinese companies no longer see themselves as just cheap OEM manufacturers for European and American brands. In fact, many Chinese firms are beginning to offer consumer and capital goods of superior quality – goods that can be marketed worldwide. The logical conclusion is the creation of brands with global impact. For this task, they need internationally positioned agencies.

kleiner und bold specialises in assisting international mid-sized companies in growth markets. What's more, with clients such as DKSH and Sunrise Global Solar Energy, our team has many years of experience in the development of brands that are household names throughout Asia. Together, they form a good foundation on which to expand our activities in China.

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<b>title</b>	Brand building in China
<b>published on</b>	30.08.2010
<b>text</b>	Johannes Pauen, kleiner und bold, <a href="http://www.kleinerundbold.com">www.kleinerundbold.com</a>

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