



**Klako Group**  
Beijing Hong Kong Shanghai Shenzhen

## To sell goods in China

### **Example:**

### ***Setting up sales and after sales structure through a Representative Office:***

Our client is a successful manufacturer in precision tooling equipment, who is selling to international market leaders. His customers established entities in China, and he was forced to sell to their China based entities. Through this, they saw the opportunity to also approach other China based factories and expand their customer base. One challenge they started to encounter was, that more and more, the customer required experienced engineers for the installation of the equipment and other after sales services. With the initial intention to set up a Wholly Foreign Owned Enterprise in China, the customer approached Klako.

After discussing the requirements and plans with the customer, Klako tailor made a solution for the customer, which would not only require much less capital injection, but also present a much more tax efficient structure: the set up of a Hong Kong company, completely outsourced to Klako with no fixed cost, and establishment of a Representative Office in Dongguan where Chinese national engineers would be based to conduct the sales negotiations and after sales services.

The following steps were then taken:

- Klako's comprehensive headhunting service identified qualified candidates within the appropriate industry sector by focusing on research, intense sourcing and a targeted approach. Candidates were generated from advertising, in local, regional and international media, as well as Klako's comprehensive database of candidates, and through an extensive network in the market.
- Our customer chose three individuals, who were sent to the head office for training. In the meantime, Klako set up the entity in Hong Kong, and the Representative Office in Dongguan.
- To date, the individuals have successfully acquired new customers and provided after sales services to existing customer, adding a demanded additional value to the company.
- Klako's professional trade and logistics department handles all trade and logistics administration for the Hong Kong entity, as well as handles money transaction.
- Klako's experienced accounting teams manage the accounting and tax filing in Shenzhen, accounting and tax filing in Hong Kong, as well as consolidating the monthly reporting to the head office.

For further information, please contact our director, Mr. Sven Koehler, in our Hong Kong office

**Beijing**  
14/F IBM Tower, Pacific Century  
Place, 2A Workers Stadium  
Road, Chaoyang District  
Beijing, 100020  
Tel: (86) 10 6539 1263  
Fax: (86) 10 6539 1060  
Email: [beijing@klako.com](mailto:beijing@klako.com)

**Hong Kong**  
10A Seapower Ind. Centre  
177 Hoi Bun Road, Kwun Tong  
Kowloon, Hong Kong  
Tel: (852) 2345 7555  
Fax: (852) 2357 5452  
Email: [info@klako.com](mailto:info@klako.com)

**Shanghai**  
1504 Cross Tower  
381 Fuzhou Road,  
Huangpu District  
Shanghai, 200001  
Tel: (86) 21 63913188  
Fax: (86) 21 63912032  
Email: [shanghai@klako.com](mailto:shanghai@klako.com)

**Shenzhen**  
901 Kerry Center,  
2008 Renmin Nan Road,  
Luohu District  
Shenzhen, 518001  
Tel: (86) 755 8236 4941  
Fax: (86) 755 8230 0547  
Email: [shenzhen@klako.com](mailto:shenzhen@klako.com)