



Investigative Competitive Analysis

Chinese Competitors are Getting Both Better and Faster

Chinese companies have gained massively in importance as global competitors. The reasons are manifold: They have large financial resources due to their economic success on the domestic market, are supported by the Chinese state in globalization, and are increasingly innovative and patent-active. Groups such as Haier, Huawei or Lenovo are only the spearhead of the Chinese rise. European companies must respond if they do not want to be overtaken in international competition. Key issues are:

- Which Chinese competitors will pose a challenge for us in the future?
- What strategies are they pursuing?
- What are their target markets and target customers?
- What technologies, innovations and products do they have?
- What does their intellectual property portfolio look like?

FAST FACTS

Further Growth in China

China is already a global leader in the tech sector in terms of size and innovation. Of the top 10 IPOs in 2020, five emerged from China.

OUR SERVICES

Procurement of Basic Data

- Information on corporate structure, shareholdings, interdependencies or cooperations
- Basic data on management and ownership structure
- Information on subsidiaries and foreign companies
- Information about cooperations and interdependencies
- Identification of the strongest players

Acquisition of Financial Data

- Obtaining detailed key figures from financial databases and from Chinese authorities
- Information on sales, cost structure, profit, liabilities, capital employed, etc.

Analysis of the Corporate Strategy

- Technologies, products, quantities, customers, suppliers, production volumes, capacities, etc.
- Marketing and sales strategies
- Identification of national and international expansion plans: factories, subsidiaries, R&D centers or acquisitions

Macro Analysis of Competition

- Obtaining up-to-date information on markets, industries and products

Sources and Methods

- Use of commercial Chinese company databases with over six million entries, selectable by 6,600 industries and product groups
- Use of commercial patent databases
- Deployment of Chinese investigators, business detectives and expert interviews

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