



## Enjoy local representation in the world's most dynamic market!

For more than 10 years now, DI - in collaboration with Asia Base - has facilitated local representation for Danish companies with an interest in China via the unique business model, 'Own Man in China' (OMIC).

### Safe and secure access to the market

With DI's OMIC-concept you get a unique opportunity to initiate or expand your business activities in China by having your own local employee onboard who is dedicated to the progress of your business. No matter the need - whether it be conducting market analysis, locating suitable suppliers/distributors/partners, engaging in customer- and sales meetings, participating in exhibitions, etc. – you will have a dependable resource working effectively and dedicatedly to manage your general interests in China.

The OMIC-concept was built on the belief that having a local employee with a comprehensive understanding of the language, culture, and market is imperative in order to succeed in China. Paired with the ongoing support from DI's Danish expatriate personnel, your Chinese employee is given a solid foundation from which he/she can promote your activities while keeping a close dialog to the headquarters in Denmark.

### Local representation with low costs

Your local employee is formally employed by DI, thereby giving your company the advantages associated with local representation without having to devote the extensive recourses needed in relation to a traditional company establishment - which requires huge investment of both time and money.

This allows you, with minimal investment, to better consider the most suitable and profitable long term strategy to develop the market – whether it be; starting your own Chinese subsidiary, outsourcing activities to Chinese partners, or merely relying on export.

### CONTACT

#### China



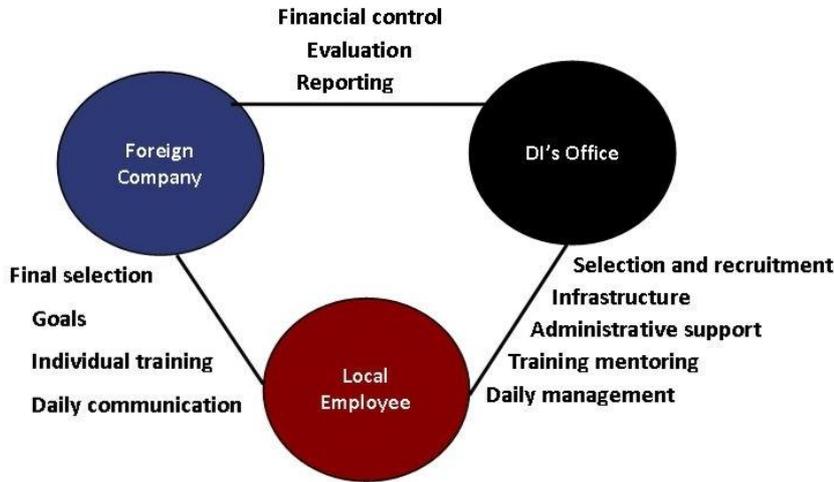
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#### Denmark



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## The 'Own Man in China'-concept



DI's Own Man in China-concept includes the following:

### Recruitment, selection, and employment of your local employee

- Requirements/qualifications will be identified and defined in cooperation with your company
- Announcement and first screening of applicable candidates – you make the final decision!
- Negotiation of employment conditions
- Drafting of employment contract and supporting documents
- Registration with the local authorities, etc.

### Infrastructure and administrative support to your local employee

- First class office facilities
- Own workstation (w. free access to meeting rooms and videoconference equipment)
- Own telephone (w. free access to shared printer/fax)
- Internet/IT-support
- Secretary and reception function
- Visa, travel, and booking of hotel
- Budget-support and control of outlays

### Training and mentoring of your local employee

- Market segmentation and market analysis
- Danish corporate culture
- Sales and marketing
- How to cope with marketing-channels
- Project-management
- Presentation- and negotiation techniques

### Monitoring and reporting

- Follow-up on plans of action prepared by your company
- Reporting tailored to your company's needs

## PROMOTION VIDEO



## CURRENT CLIENTS



## Prices

In addition to the employee's salary, OMIC-clients are charged a monthly service fee to cover the; office-facilities, local (Danish) management/supervision, and administrative personnel (hereunder: competent finance- and HR personnel, secretaries, etc.). In other words, you get a fully functional company – with just *one* employee.

**OMIC Service fee** (instructional prices):

OPEN OFFICE	
1 OMIC	20,000 RMB
2 OMICs	30,000 RMB
PRIVATE OFFICE	
1 OMIC	33,000 RMB
2 OMICs	41,000 RMB
3 OMICs	46,000 RMB

The price for further OMICs are 3,000 RMC per person under the condition that office space at the same office is available.  
\*Either in the same office or at the open-office area

## Other services

### ➤ Outsourced Administration

For companies already registered in China - or who intent to do so - DI offers tailored administrative services.

Companies can either chose to register on DI's address, from where activities initiated within the OMIC-framework can be transferred to their own entity, or (in a situation where more m<sup>2</sup> are needed) merely leave the budgeting, HR, salaries, etc. for DI to take care of. Numerous of DK companies – e.g. Bang&Olufsen, AAK, Tican, Vola and Scanpan – use (or have used) DI as their trusted partner for this service.

*NB: Prices vary depending on complexity and volume of work*

### ➤ External OMIC

Certain companies have a need to be physical located elsewhere than Shanghai. To ensure that these companies still operate within a legal framework (concerning employment contracts, permit, etc.), DI offers to employ such personnel as "External OMICs". For this product, the fee is reduced, as several of the typical OMIC benefits (such as support, control, and management) cannot be provided comprehensively from a distance.

**Service fee** (instructional prices):

External OMIC	Service Fee
1 OMIC	10,000 RMB
2 OMICs	16,000 RMB

*We thank you for your interest, and look forward to hearing from you!*

## DI'S OFFICE IN CHINA

### DIAB reception



### Open-office arrangement



### Pantry area



### Private Office



### Address:

3/F, 139 Ruijin Rd. (no. 1)  
Shanghai 200020  
China