



## *Welcome to Commence Technology Partners*

**Commence Technology Partners** provides cost-effective strategic marketing, sales, business development and China market entry professional services to high-technology companies throughout world. With offices in Hong Kong and Silicon Valley, our services are designed to help our clients expand into new or existing markets, reach their customers more effectively, enhance productivity and provide a substantial return on investment.

For over 24 years Commence Technology Partners has been helping companies solve the 10 biggest problems\* when entering or expanding their business in China. With combined experience of over 150 years living and working in China, our 14 partners have developed successful market entry strategies and tactics that have allowed our clients to:

Reach their intended customers more quickly and cost-effectively

- Identify and quantify measurable metrics of success for their China operation
- Identify and implement the best corporate structure in China
- Identify and qualify Chinese partners (including partner due diligence) that have the highest probability of success in delivering revenue in the shortest time possible
- Establish value propositions suitable to the China market
- Develop and maintain a self-sustaining and profitable China operation
- Identify and develop new market opportunities for clients already doing business in China

We have extensive international experience in several organizational, channel and emerging, high-growth technology market segments including:

- Telecommunications
- Semiconductor
- Manufacturing
- Banking and Finance
- Consumer
- And, many others

Utilizing proven methodologies and "Best Practices", the Commence Technology team focuses on strategic marketing, sales and business development projects to our clients worldwide. These projects typically include product launch strategies, International market entry, customer needs assessment, product/market differentiation, acquisition target analysis, market strategy development, technology assessment and business planning support.

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**Commence**  
Technology Partners

Commence Technology Partners provides knowledgeable advisory expertise to help position your company and products for a successful and profitable China market entry. Commence Technology Partners' mission is to be a quality out-source provider offering a broad range of capabilities, in the most cost-effective and timely manner.

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