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U.S. CHINA BUSINESS REVIEW



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THE EXCHANGES BEGIN

COUNCIL SERVICES FOR MEMBERS

Direct Contact with Chinese Commercial Officials

Member firms will have the opportunity to meet with officials of the China Council for the Promotion of International Trade (CCPIT), Foreign Trade Corporations, and the Commercial Section of the Liaison Office during various Chinese visits arranged by the National Council to different parts of the U.S. The Council has sponsored visits by commercial officials from China's Washington Liaison Office to several American firms.

The Canton Fair

The Council has a full-time representative at the twice yearly Chinese Export Commodities Fair. The office at the Fair supplies typewriters, copying facilities, consultations, introductions to Chinese officials and practical help of all kinds to visiting U.S. businessmen. In addition to a report on the Canton Fair, the Council also provides a list for members of all the major products on display at the Fair, and an index of catalogues issued by China's Foreign Trade Corporations. Members may order copies of these catalogues, and are free to consult them at any time in the National Council's library. An informative film on the Canton Fair, prepared by the Chinese, is circulated free to members exclusively by the Council.

Publications

The Council publishes a bi-monthly magazine, the "U.S.-China Business Review." The magazine is oriented toward the practical and the informative.

Special Reports and booklets are also published by the Council.

The American Industrial Report

This magazine, published by a National Council member firm and circulated only in China to China's foreign trade officials, is endorsed and supported in its aims by the National Council. Some 15,000 copies, circulated to a potential 250,000 Chinese, bring information about company products in advertisements and articles directly to the Chinese and in the Chinese language.

Practical Help and Consultations

Any member company desiring information on any aspect of business with China is invited to approach Council professional staff, for practical guidance at any time, in the development of its own trade with China.

Translation Services

As an aid to companies seeking to communicate with China's trade corporations in modern, simplified Chinese, the Council offers complete translation services at cost to members. The services made available by the Council are also recommended by the Liaison Office of the PRC.

Reciprocal Exhibitions

The Council is the agreed upon contact point for the first trade exhibitions to be held by the U.S. in China and by China in the U.S. To date, there have been no exhibits arranged by either side in the other's country, and the commercial exhibits planned by the CCPIT and the National Council will be the first of such events.

Library and Research Service

The Council is developing a professional reference library on all China trade and economic topics, concerning both the U.S. and the rest of the world. The library includes periodicals, books, Chinese catalogues, etc.

Seminars

The National Council has launched a series of conferences and luncheon meetings for businessmen on China trade subjects.

Telecopier Services

Any member firm with a Xerox Telecopier wishing to receive photostats by telephone of any information available at the Council, including pages of Chinese export catalogues, can do so by calling the Council.

Importers Referral Service

Any request from importers in the US concerning availability of Chinese products addressed to the Council is referred without charge to the relevant foreign trade corporation in China, with a request that the trading agency reply direct to the US importer regarding the products.

Visits to China

No one but the Chinese themselves extend invitations for travel to China. Nevertheless, Chinese trade officials made it clear at the Canton Fair and during the Council's Peking discussions that the Council's recommendation with respect to American firms interested in traveling to China would receive the most serious consideration.